

6.5

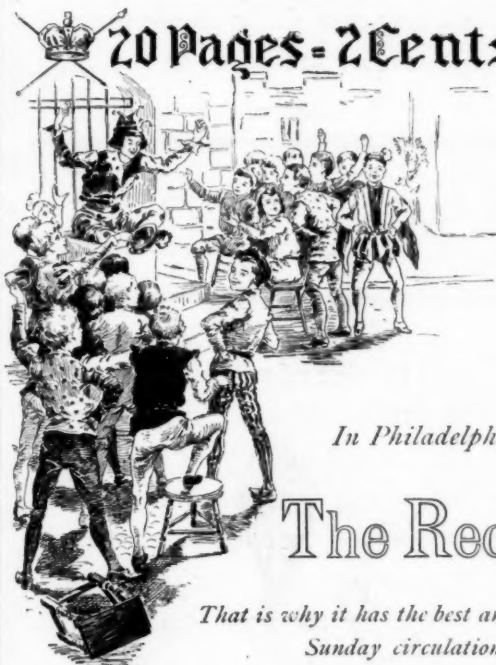
THE JOHN C. REE
22 AUG 1900
LIBRARY

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXII. NEW YORK, AUGUST 22, 1900. No. 8.



20 Pages - 2 Cents

*The
Big-
gest
Sun-
day
Paper
For the
Money*

In Philadelphia,

The Record

*That is why it has the best and greatest
Sunday circulation.*

What the GREATEST NUMBER of readers think is the
best, is surely the best for your advertising.

EVERY LINE IN THE SUNDAY RECORD IS READ.

Circulation for the first half of 1900: **152,803.**
192,296 was the circulation of the DAILY RECORD.

25c. Daily. (THE CHEAPEST PUBLICITY IN THE UNITED STATES.) 20c. Sunday.



THE Borough of Brooklyn in Greater New York has a population of 1,300,000.

To intelligently reach the eye of 135,000 daily passengers, your card should be in the . .

Brooklyn 'L'



The size of spaces, 16 by 24 and 16 by 48 inches, gives you a chance to exploit your business intelligently and profitably, and at an expense of less than \$4.00 per day (for a single space) in the 298 cars of this system.

GEO. KISSAM & CO.,
253 BROADWAY, N. Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 25, 1883.

VOL. XXXII.

NEW YORK, AUGUST 22, 1900.

No. 8.

THE MAKING OF A DEPARTMENT STORE AD.

By W. B. Powell.

There is a "know-how" in the making of a department store ad. It is very simple, yet nowhere outside of the large cities is the system followed. The advertiser will wait until the very last minute and then rush to the newspaper a page or a half-page ad, copy scribbled with a lead pencil over many pages of manila wrapping paper. There is no attempt on the part of the advertiser to keep items of a like nature together. There is seldom a dummy to govern the arrangement. There is seldom any "style." The advertiser never sees the ad in type until he sees it in the paper.

It is a very slipshod way of doing business. It is a sort of a don't care invitation to visit the store.

I want this article to be helpful to the large advertisers throughout the country. It isn't the way I do it, but the way New York advertisers do it. I am not an advertiser but an ad compositor and in a position to study the ways of the \$10,000-a-year ad men of the larger stores of New York and Brooklyn.

We will take as an example a page Sunday ad for Brown & Brown. Mr. Smith is the store's ad man.

Thursday or Friday the copy goes to the printer.

There is a big batch of it. It has been carefully edited.

Each head-of-department has given Mr. Smith the items he has been instructed to offer for Monday's bargains. Mr. Smith writes a head for the items, and also says a few things to lead up to the prices. Mr. Smith doesn't say meaningless things, but he has consulted with the "head-of-de-

partment man" and knows why the reduction is made, and why the items are really bargains. In New York a "bargain" is a "bargain." It has to be or the store would go into bankruptcy. You can't fool the New York people, and competition is very keen.

Mr. Smith also writes a general head to cover the sale as a whole. In this he will unchain his English and say many things that would look well between yellow covers. It reads well, and makes the proprietors believe that he is earning his salary.

Now this copy, each and every piece, has its "style mark."

Brown & Brown have a style.

If you will notice the New York ads you will see that no two are set alike.

Brown & Brown's style is like this:

Elzevir body type, DeVinne heads.

No. 1—Single column, twelve point DeVinne head, eight point Elzevir body.

No. 2—Double column, eighteen point DeVinne head, eight point Elzevir body.

No. 3—Triple column, twenty-four point DeVinne head, ten point Elzevir body.

And so through the various combinations.

The copy is given to a number of men and they set it up, with no attempt at arrangement on the galleys, further than keeping each piece of copy continuous on the galleys.

Most likely there are set eight or ten columns of matter while only seven are needed. This is of no concern to the office.

The copy is read, revises taken, and ten proofs of each galley taken for Brown & Brown which are delivered to them next morning.

These proofs are gone over carefully and intelligently. Each item

is considered as if it was the only item on the whole page. Each head-of-department passes upon his proof, and Brown & Brown, or its manager, passes upon the proofs as a whole. Then Mr. Smith takes the proofs and pastes them on a piece of paper the size of the page of the paper in which the ad is to appear. This is called the dummy. It governs the printer in the make-up.

The proofs and dummy are returned, and the proofs are corrected, and certain items killed, and others added, and this cut and that cut—sometimes the proofs are enough to cause the comps to say things that don't look well in print. But when one pays \$800 a page for a single insertion, they can cause trouble with impunity.

Then the make-up man takes the revised type and begins to make up. There is the border, the firm's signature, there is matter that has been set double-column that has to be "run-over" to single column, or column-and-a-half, and vice versa.

When the page is made up another proof is taken and again submitted to Mr. Smith.

He compares this page with the revised proofs and the dummy. Other marks are made, and returned to the newspaper, and maybe another revise is asked for.

It is Saturday afternoon. Mr. Smith now "releases" the ad for Sunday insertion, and takes proofs of the ad to the other papers with whom the store has contracts. The other papers, in the meanwhile, have been setting up from copy ads for Jones or Smithers. They, too, take final proofs, and the same paper that set up Brown & Brown's ad as a wait-order get many other page ads for Sunday insertion, but as they come to it in type, "re-print" as they call it, the composition is only a matter of so many thousand ems. Hardly an ad appears in any New York paper without being set up in some office or other as a "wait for orders."

I hope I have made the matter plain and the merchants of small cities may profit by handing the

copy of their ads to the printer in advance, and by so doing they will get a better-appearing ad, and one that is correct as to prices and description. It makes the printer feel better, too.

ADVERTISEMENTS written in plain Anglo-Saxon, words that every one knows the meaning of, are the best result bringers.

Kenyon Military Academy

Three quarters of a century's service in the education of boys has given KENYON MILITARY ACADEMY a leading position among secondary schools. It is situated 1100 feet above sea level. Commodious and comfortable buildings, where, through the close personal relations between masters and cadets, the refining influences of a cultured home are fostered.

77th YEAR

Thorough preparation for any college or technical school. A flexible, two years' business course. A fine athletic field and golf links, situated amid 60 acres of grounds, together with a well equipped gymnasium afford ample opportunity for fine physical development.

For illustrated catalogue and further particulars address

THE REGENTS,
Gambier, Ohio.

CATCHES THE EYE.

IN A CITY OF 16,000.
WHAT JUDICIOUS AND PERSISTENT
ADVERTISING HAS DONE.

Huntington is the pivotal point in Southern West Virginia. Here are some large car works and other manufacturing enterprises. The city is new, but is already a trading center. Its best known

ber of the firm, and asked of him the story of his advertising. "I have been from the first," said Mr. Valentine, "an ardent user of printers' ink, and I am sure that our present large business is due to this fact. Mr. Newcomb and I formed a partnership and opened up for business in 1895. The first thing we did was

We Are Always At Your Service.

You are invited to make this store your meeting place. The Newest things of interest to you will be found in all Departments.

Women's Suits, Jackets, Skirts and Waists.



Our stock of Women's Jackets is the Largest and the Best we have ever gathered, and includes all the Latest Novelties in Shape and Materials.

KERSEY JACKETS, six buttons, Reefer shape, neatly stitched and lined throughout with Black Taffeta..... **\$10.00**

KERSEY JACKETS, new Box Front, stitched and scalloped back, lined throughout with Fancy Taffeta Silk..... **\$15.00**

FINE KERSEY JACKETS, short janny effects, lapped seams, velvet collar, attached satin revers, lined throughout with black satin of extra quality..... **\$17.50**



—IN OUR—

Misses' and Children's Department

We show REEFER JACKETS, in new effects in Boscel, Chinchilla, Fancy Mixtures and Kerseys, in Popular Colorings, all sizes.... **\$3.50, \$5.00, \$7.50, \$10.00.**

THE POPULARITY OF OUR Millinery Department

Is more in evidence every day, as the season advances. Exclusiveness of our Styles, the Unapproachable Neatness of our work, has gained for us an enviable reputation as LEADERS IN FINE MILLINERY.

Our beautiful line of Trimmed Hats at \$6.50 and \$7.50 has been a decided winner, and we shall continue to pay the same devoted attention to them as heretofore.

Our Cash Offer:

On any purchase made this week in our DRESS COODS Department We will deduct **10 Per Cent** From the amount of the purchase. Take advantage of this, this week



THE SWELL GIRL wouldn't think of encountering Autumn's cruel frosts without one of our swell skirts or collarettes, with a handsome cuff to match. One of her dresses at least has to be made from the rich and warm plaids that we are showing in so many colors, and in rough or smooth surfaces. Look at our stock.

Ladies' Tailored Suits.

We are showing an exceptionally fine line of the Newest Styles in Man-Tailored Suits. See them. The workmanship, style and finish are equal to custom work, while the prices are unusually attractive.

Venetian Cloth Suits, with six button Reefer Jacket, full lined, and the new saddle-back Skirt for..... **\$10.00**

Cheviot Suits, light-fitting double-breasted Jacket, with scalloped back, new shape Skirt, and best lining... **\$15.00**



FRESH ARRIVALS

In Fall Shirt Waists.

A complete stock of Women's Shirt Waists, in Flannels and Silks, embracing all the popular shades and styles, at attractive prices.

VALENTINE & NEWCOMB,

AGENTS FOR BUTTERICK PATTERNS.

mercantile establishment is the dry goods store of Valentine & Newcomb. Both men are young, but the business has had a remarkable success from the first. Everybody knows that the cause of their phenomenal growth is directly attributable to persistent advertising. A representative of PRINTERS' INK recently called on Mr. J. W. Valentine, senior mem-

ber of the firm, and asked of him the story of his advertising. From that time to this we have never lost our position nor dropped out for a week. We changed our ads always once, and many times twice, a week. It was not long until the ads began to bring returns. We had to add new clerks, then more clerks. We started with six, now

we have trouble to handle the business at times with our forty clerks. We only had 1,600 feet of floor space at first, but we have added and added until we now have 10,000 square feet."

"What other means of publicity beside the dailies do you use?"

"We use some country weeklies and a few class publications. We also make use of signs on fences and barns and of street car space."

"What about theater and other programmes?" was asked.

"No good, so far as returns are concerned, but we find it wise to use them sometimes."

"Do you write your own ads?"

"Yes, we think we know our own business better than any one else and can offer inducements better. Of course, while we do not like plagiarism, we never fail to make use of any good idea that we see."

"What is the extent of your business and what proportion of this do you apply to advertising?"

"Our annual business amounts to about \$100,000. We expend of this amount about \$2,500 in advertising, besides our 'cut sale' price advertising. We never let a good thing escape us whether we are over or under our appropriation."

"What is your experience in advertising during the dull season?"

"Our idea is that the duller the season, the harder we push. I believe in being before the people all the time and would not let an issue of the paper come out without our name being in it. We always try to make some new offer on Monday for the week and our people are so used to this that they would think we had gone out of business if they did not see us on the editorial page. One thing we never do, and that is to quote a price we do not intend to live up to, nor do we quote prices when we haven't the goods in the house. I believe in quoting special prices, not in using a large lot of four-syllabled adjectives showing a lot of glittering uncertainties."

As your representative crowded his way out of the big store he thought he could see a sufficient reason for the crowds around the counters.

FRANK P. SWAN.

THE advertiser who selects smaller type than nonpareil does so at his peril.—Bates.

FROM SHOW WINDOWS.

The periodical epidemics that appear in the form of simultaneous displays of some particular brand of patent medicine, cure-all, or cigar in drug store windows all over Chicago are not due to accident or coincidence, but to carefully deliberated plans.

The display costs the promoter of the particular article displayed a fixed rate, which is as distinctly established as the price of a ride on the elevated road. Along the main retail thoroughfares he can secure windows at the rate of \$5 a day each, and from that sum down, as the neighborhood reaches away from the commonly accepted center of business. The showman, in addition to paying the window rental, must furnish his own display, either of the actual article to be advertised, or "dummies," which generally form a conspicuous part of the show.

Some of the leading drug shops in Chicago, besides securing the regular sliding scale of rates for goods sold, make a material part of the yearly rent out of the show window side line. A druggist with a well located store can easily calculate upon his exhibitors paying from \$1,500 to \$3,500 of his rent through the use of his windows, in addition to relieving him of the worry and annoyance of deciding what sort of a show he shall make for each succeeding week.

The fixed schedule of prices is often varied to suit local conditions, or by special agreement, as in the case of a new brand of cigar, which is sometimes put on show and the sale forced by that kind of advertising. In such instances the owner of the window is given the first thousand cigars he sells free of charge.—*American Druggist.*

"WORTH" NOT WORTH ANYTHING.

Don't say that an article you are selling for \$3 is "worth" \$3.50. That doesn't mean anything. If you tell us that it "was" \$3.50, or is "reduced from" \$3.50, or is "selling elsewhere" at \$3.50, you make a tangible, graspable statement. But your bald assertion that a thing is "worth" a certain sum is altogether too frothy.—*New England Grocer.*

FAMOUS FOREIGN 'NEWS-PAPERS.

The person who would wish to learn something about the chief newspapers of foreign countries must first grasp the fact that they are in two or three most important points very different from the great English journals with which he is so familiar. In the first place, they seldom make any striking pretense of being "up-to-date" news purveyors for the public, in the sense that we understand that term in relation to the British and American press.

Secondly, newspapers on the Continent are seldom or never sold so widely on the streets to every passer-by as ours are; they are nearly all subscribed for by advance payments, and then are delivered by hand or post at the houses as issued. It is true that in Paris, Berlin, and one or two other large towns, one can buy a paper at the kiosks, but this system is nothing like so universal as are our newsagents' shops.

Again, the Continental papers, almost without exception, devote a large part of their space to a short story, or continuation of a serial one, daily; and they have, comparatively speaking, much more space given up to advertisements than our papers have.

Lastly, there are few papers of Europe outside our own country which exercise any important effect on the public opinion regarding political events, such as is exercised every day by the great London and New York journals. Though foreign papers pretend to be Liberal or Conservative, as the case may be, the meaning of these terms to them is quite different from what it is to us. Roughly speaking, they may be taken to be of two classes, either supporters of the government or opposed to it; a few pretend to no politics.

No paper is more famous in France than *Le Petit Journal*. It is almost colorless as regards political views, and in that respect has little influence. Yet it is not only the most popular of all French papers, but probably the most widely circulated newspaper in the world. Its daily circula-

tion is given at not less than 1,300,000. *Le Petit Journal* is edited by M. Marinoni, and its offices are in Rue Lafayette, Paris. What there is in it that has appealed so forcibly to the French idea as to give it so great a vogue is difficult for English people to understand. Its famous leading article, always on the front page—and signed—has won an enormous reputation. The paper is of four pages, about the size of our ordinary evening sheets, and there is a short story, as well as a continued one, in every issue. There is more news and reading-matter than is usual in Continental papers, and fewer advertisements. Its price is, in English money, about one half-penny. For thirty-seven years *Le Petit Journal* has continued to amuse and instruct the French people, and has been growing more and more into favor, until now it has absolutely no rival in its own line. Many of the greatest French writers of the past half century have been proud to be allowed to write its leading articles.

Perhaps the most influential political paper in France to-day is *Le Figaro*, which is under the editorship of M. de Dodays. It has six pages daily, about the size of our *Daily Telegraph* pages. The front page, as in most Continental papers, is made the *page de resistance* of the whole paper, and many of its articles there are signed. In its politics *Le Figaro* is Republican, and it costs about three halfpence in English money. Four of its sides are devoted to news and the inevitable *feuilleton*, and the others to advertisements. But every Saturday the last page is given up to music, when an original song or pianoforte piece by some noted composer is published. On three days of the week—Mondays, Thursdays and Sundays—it publishes designs by Forain and Caran d'Ache. *Le Figaro* was first brought into existence in 1854 by M. de Ville-messant. It was projected as a satirical weekly. In 1866, however, so popular had the paper grown that it became a daily newspaper, and assumed a political complexion which it has since

kept. To-day no French daily has so much political influence.

One of the most influential political papers on the Continent is the *Berliner Tageblatt*, of Germany. Many varied causes have contributed to the proud position of the celebrated German organ. Probably one reason of the exceptional popularity which the *Berliner Tageblatt* enjoys with Germans both at home and abroad, is because of its wealth of reading-matter and its general "up-to-date" style. Every day two editions are issued, and in addition there are often several supplementary sheets accompanying the paper, dealing with various technical subjects. These extra sheets are generally well illustrated, and form a notable feature. The *Tageblatt* has a large sale for a Continental political journal, selling from 70,000 to 80,000 a day, but its influence is not to be measured by sales. It is acknowledged both in Germany and England to be a first-class paper, on account of its independence of thought, its special correspondence service of news, its excellent "Trade News," or "Handels-Zeitung," and its capital short stories by the best writers in the Fatherland. In this latter respect—the short stories—the *Tageblatt* comes up to the leading French papers. The circulation is chiefly amongst the professional and trade classes, and its price is 15 pfennigs, or about two-pence-halfpenny of our money. Its politics are Free-Liberal, and after the first three or four pages, reading matter and advertisements are mixed in delightful confusion. It entered on its twenty-ninth year only a few weeks ago, and is now under the editorship of Herr Levnsohn. In size it is almost exactly a counterpart of the *Pall Mall Gazette*; it has twelve pages regularly, with an extra supplement of two or four more.

The best known daily paper in Germany after the one just mentioned, and a paper whose opinion is always quoted in our own journals with much respect where German matters are concerned, is the *Kölnische Zeitung*, or the *Cologne Journal*, which hails, as its name shows, from the famous city on

the Rhine. It is under the direction of Herr Shauberg, and has a circulation of nearly 40,000 daily. Its politics may be set down as Conservative, or "National Liberal"—that is, in support of the government. There are two editions every day, and the price—generally subscribed in advance, as mentioned before—is about threepence for the two. There are eight pages, of which five are almost entirely devoted to advertisements, and another wholly to trade. The news contained in the *Cologne Journal* is far behind what our poorest evening papers would consider sufficient. Yet this paper is much read and quoted in Germany, and is, in our own country, considered to be the very first organ for reflecting German opinion. Much of this paper is given up, in the advertisement columns, to the lotteries which abound in and around Cologne. The size of the page of the *Kölnische Zeitung* is large, bigger than any of our pages, except, perhaps, the *Times*, and it is probably the largest sheet issued on the Continent. It was started in 1802, and is the oldest and most famous paper in Continental countries.

Austria's chief newspaper is one which has gained a great renown even in the British Isles and America for its faithful reflection of the best Republican sentiments. The *Neue Freie Presse*, or *New Free Press*, is published twice a day in Vienna. It is far and away the most-read and best-liked paper in Austro-Hungary, and has for more than thirty years maintained an exceedingly high reputation. It may be said to be the organ of the liberal-minded and free-thinking citizens of all countries. In Austria the *Neue Freie Presse* represents the ideas of the German-Liberal party of the Empire. Its very high position amongst European newspapers is due to its literary style, as well as to its political opinions. Though issued usually twice a day, on Sundays and Fridays, it only appears as a morning paper, and on Monday it comes out only in the evening edition. The price, by subscription, for the two issues daily,

is about fivepence of our coinage. The English reader will be astonished to learn that there are no less than forty-two pages of the *Neue Freie Presse* to each edition, and each page is quite as large as, perhaps rather larger than, one of the *Pall Mall Gazette*. Reading matter and advertisements are mixed most perplexingly and at least two-thirds of the paper is taken up with the latter. This journal is the most noted on the Continent for its advertisement columns, and, owing to the esteem in which it is held and its wide circulation, its rates for such matter are much higher than the average European paper. It deals with all kinds of news, and makes a specialty of the *feuilleton*. Theatrical notices occupy an important place in it. But the greatest tribute to its circulation and influence is to be found in the fact that the reader can scarcely take up any one number without finding in it advertisements in almost every European language. In this respect the *Neue Freie Presse* puts even our papers of the metropolis into the shade. The edition now before me contains, amongst "Servants, etc., wanted," almost half a column of English advertisements and another half-column of French ones. Besides these I see several Italian ones, hundreds of German ones, at least two Russian "wants," and one Spanish! What other European paper can show this in one issue?

The newspaper which may be looked upon as the leading one in the capital of Italy is *La Tribuna*, which comes out daily, and costs a penny of English money. It is a paper especially written for the people, in a popular style, and consists of four pages, somewhat about the same size as our London *Echo*. *La Tribuna* is comparatively a modern growth, being only yet in its sixteenth year. There are several editions of it daily, and most of its subscribers pay their *abonnements* in advance, as with other Continental papers. When one considers that there are no less than twelve dailies published in Rome alone, which has only a population of 450,000—one can form some idea of the compe-

tition. It is doubtless for these reasons that *La Tribuna*, owing to its spirited policy and popular style, has made such headway in such a short time against its rivals. The paper takes the tone of what in Italy is called the "Liberal" party. Every week it issues a weekly edition, which is called by the name of *La Tribuna Supplemento*, and is illustrated. The first page is given over to short leading articles and striking news; the upper part of the second is all news, whilst the lower contains a short story written by some eminent author, such as Zola; the third contains news and advertisements, queerly mixed according to our notions; and the last page has a short story at the top part, and advertisements on the lower two-thirds. Sometimes instead of two short stories there is one serial running through several issues, and one short story each day. The popularity of *La Tribuna* amongst the Italians may be gauged from the fact that it is the chief paper which these buy when living in foreign capitals.

Twice a day there is issued in Belgium's capital the chief newspaper of that busy little country, *L'Indépendance Belge*—in our language *The Belgium Independent*. The very name carries with it a political complexion, and the paper acts up to its name. It favors the Conservative or "National" side of Continental politics, where it may be said to have any at all, yet it is ever in the front rank of progress and social improvement. As the French language is the common tongue of Belgium, this is the language in which the famous Brussels journal is printed. It is a penny paper of extra large pages, about the dimensions of the London *Times*. But its number of pages only extends to four, and at least one of these, often more, is given up to the advertiser. M. Charles Tardieu, the editor of *L'Indépendance Belge*, has his own notions of originality and smartness, and some of them are good ones. The front page is always devoted to fairly long reports of what is specially stirring the nations of Europe, transmitted direct by a

correspondent from each capital. Theatrical news and the fine arts are well catered for on the inside, as is also the desire for news from their own industrial centers by the busy Brussels merchants. The "To be continued in our next issue" is also there, and the last page has an original lower half consisting of the latest news from all the chief places of the world, and of the last state of things on the Brussels Bourse or Exchange. Apart from its great popularity and influence in industrial matters, *L'Indépendance Belge* can claim to be almost the oldest journal on the Continent, at least of any present fame. For it has now entered, with 1899, upon its seventieth year of issue. Though there are several English papers of to-day which can boast of longer careers than this, yet the number of journals in Europe going back to the first quarter of the century are extremely few.

Madrid, the Spanish capital, has one or two papers which have a fair circulation, but they cannot compare in importance, as to their influence over their own country's population, with other first-class Continental newspapers—with the best productions of Austria, Russia, or even Italy. Of the Spanish papers probably the *Imparcial* has the greatest sale amongst the people of Madrid; but the chief paper for influence amongst the better classes is *La Epoca*, which is a Conservative journal of old repute, established for over half a century. *La Epoca* has never supported any other party in Spain but the high Conservatives. Its present circulation may be about twelve thousand daily, and it is edited by the Marquis de Valdiglesias, who is one of its proprietors. It is a four-paged journal whose columns are principally given over to news from Spanish sources; and its supply of foreign matter and doings, as we know them in this country, is scanty. There is generally a leading article of importance in its first column, and the latter half of its fourth page is given to the "serial." Of advertisements, *La Epoca* is very free, there being seldom more than a fourth of a page on the last side

of the paper devoted to them. The price of the paper is fifteen centimos in Spanish money, which in our own coinage would be rather more than a penny. The Spanish press is much behind that of most other European countries, as it was not till late in this century that there began to be any real liberty for it in Spain, and not till 1874 did the best papers begin to adapt themselves at all to the journalistic methods prevailing in other countries.

The *Novoe Vremja* is the best of Russian organs of the press. It is published daily in St. Petersburg, and has a wide and increasing circulation over all the land of the "Great White Tsar"—that is amongst all the educated classes, for it is necessary to recollect that no European country is so low in the scale of education in the popular sense as is Russia. Of newspapers and their contents the average Russian peasant, and even lower middle-class worker, knows nothing, nor could he read them if he did. Spain and Turkey, badly as they are off in the matter of popular education, are first-rate compared with Russia. The *Novoe Vremja*, however, is one of the few papers which are trying to diffuse a better knowledge of men and things amongst the subjects of the Tsar, and a regular circulation daily of 30,000 should do something towards the good work, even if it is slow. The editor of this famous Russian newspaper is M. Federoff, a man of broad views and high educational attainments. Like all other Russian editors, however, he is somewhat hampered in his task of keeping the public in Russia up to date in journalistic matters by the absurd and extremely strict censorship of the press. On this account the *Novoe Vremja* has altogether to repudiate any political opinions or leanings, nor must it comment on any of the proceedings of those who are either civil or military workers in the government of the Tsar's subjects. Despite these drawbacks, it is a great paper and all the greater because it is so well carried on in spite of them. It comes out every day with its varying number of

pages, according to the number of advertisements, from eight to sixteen, printed, of course, in the Russian language, and costing about a penny of our money. Of necessity it takes its tone from the society which patronizes it, and so it is rather higher class in its subject-matter than such papers as *Le Petit Journal*. Some of its advertisements are quaint, and would sound strange to our ears if translated into English; for advertising is not yet the art in Russia that it is with the Western nations, and simplicity is one of its notable features.

But Russian journalism, like that in other European countries, will in time gain the victory over censorship and prejudice, and then there will be a striking change in the land of the "Great White Tsar." The press of Europe is every day becoming more and more alive to its great future, and to its power; and though, like our own, it has had a stiff fight in the past, it will surely conquer in the end, and the people of these Continental countries will then enjoy the same privileges and pleasures of their newspapers as we do in England to-day. When that desirable consummation arrives much of the credit will be due to the great journals with which this article has dealt, and which have "borne the heat and burden of the day."—*George A. Wade in Pall Mall Magazine*.

◆◆◆
INSEPARABLE.

The success of the advertising depends on the store as much as the success of the store depends on the advertising. The two work together and are inseparable.—*Trade Register*.

TYPE.

By George Henry Smith.

It is considered good taste in an advertisement to use one or two series of type and no more. There is nothing so confusing to the eyes as a lot of different shaped letters. It is more harmonious to use vertical letters throughout or slanting, but not to use both slanting and vertical. Circumstances alter cases, however.

The secret of making type easily read lies in the spacing. Small type spaced is more easily read than large type set solid. For instance, typewritten letters set solid or single spaced are hard to read whereas the same type spaced with two spaces is easily read. Any one can prove this in a few minutes.

Upper and lower case like this—Display—is more easily read than caps—DISPLAY—and the reason is that ninety-nine per cent of the reading the eye is accustomed to in newspapers, books and magazines is in upper and lower case.

It is a great mistake to put large capitals all the way through where upper and lower case would show much better.

◆◆◆
THE QUINTESENCE OF IT.

Advertising reduced to its lowest terms is merely asking the people for their trade. That's all there is of it. A business man wants trade in some particular line. If it is a good line and he understands it and runs his business properly, it is only a question of asking enough people and asking them often. You can ask the most people through the columns of the *Times* and the new plan allows you to take the space to ask them right.—*Davenport (Ia.) Times*.

The bona fide circulation of

THE INDIANAPOLIS PRESS

for the month of July, daily average, was

30,061

The daily average for six months to July 31 was 29,972.

No premium or inducement of any sort has been made to subscribers, other than the merit of the paper.

PERRY LUKENS, JR., Eastern Representative, Tribune Bldg., New York.

IN JAPAN.

According to the latest statistics, there are now published in Japan 745 periodicals, of which Tokio has 201, Osaka 56 and Kioto 51. The report from which these figures are taken does not give the number of daily newspapers, but I estimate that it is about 150. Tokio alone has twenty. And yet, a little more than twenty years ago there was not, throughout the whole of Japan, a single regular publication to which the name newspaper could justly have been applied.

The earliest attempt in Japan to publish anything in the nature of a periodical was made in 1863, by a publisher known as Man-hio, at Yedo, now Tokio. The publication was in pamphlet form and consisted mostly of translations of items of news from Dutch newspapers published at Batavia, the chief port of the Dutch East Indies. From this circumstance the periodical was known as the *Batavia News*. Man-hio was publisher to the government office known as "Banshochosio"—literally, "Bureau for Investigating Barbarians' Books"—an institution which was the nucleus of the Imperial University. At the suggestion, and with the assistance, of the professors of this bureau, Man-hio undertook the publication of the *News*; but the enterprise was not long-lived. Following this, many periodicals cropped up, published at irregular intervals. All of these publications were brochures of a dozen or more leaves, printed from wooden blocks, with rude sketches. The primary object of the publishers was to supply such useful information of foreign affairs as they could obtain, and especially to show how Western nations had attained to civilization and power. Little mention was made of domestic news. The number of regular subscribers was limited, although various devices were employed to increase circulation. One method was the employment of hawkers, who, as they went from place to place, read aloud the contents of the paper; another was the use of catchy signs in the many picture shops of Tokio. But, notwithstanding these and other novel

advertising schemes, none of these pioneer ventures in journalism ever attained any great success, and the longest-lived did not last for more than two years.

The first successful daily newspaper established in Japan was the *Mainichi Shinbun* (Daily News), issued first at Yokohama in 1871, and afterward published in Tokio. This newspaper was printed originally from wooden blocks. A year or two later, when a type foundry had been established at Tokio, movable metal type and wooden blocks were used indiscriminately, but from about 1873 or 1874 the former only has been employed.

The Tokio *Nichi Nichi Shinbun* (Daily News) was established in 1872 and holds high rank among the Japanese journals of the day. It is owned by Baron Miyoji Ito, ex-Minister of Agriculture and Commerce, and through its columns Baron Suyematsu, ex-Minister of Communications, first attained distinction. That veteran journalist, Mr. Genichiro Fukuchi, was for a long time identified with it, and at present Mr. Chisen Asahina, who has traveled extensively and has marked ability, is its chief editorial writer. This paper exerts great influence among the official class.

The *Hochi Shinbun* is the next in chronological order, having been first published at Tokio under the rather inelegant name of *Yubin Hochi Shinbun* (Carrier of News by Post). On its editorial staff are such noted politicians as Mr. Yukio Ozaki, ex-Minister of Education, and now leader of the Progressionists in the House of Representatives, and Mr. Katsundo Minoura, ex-Vice-Minister of Agriculture and Commerce. The *Jiji Shimpō* (The Times) is another influential Tokio daily. The proprietor is Mr. Fukuzawa, the renowned educationalist already mentioned, and the paper has a large circulation in business circles. The *Nippon* (Japan) is a comparatively young newspaper, but exerts a great deal of influence among those who call themselves enlightened Conservatives, whose guiding principle is the conservation of nationalism among the students. The editorial staff is

composed principally of young men, well educated, undoubtedly, but not all of ripe experience; consequently, the editorials, though, as a rule, brilliantly and powerfully written, have the fault of being too academic. The *Tokio Kokumin Shimibun* (The Nation) had formerly a very large circulation, and, besides its daily issue, at one time published two monthly magazines, the *Kokumin-no-Tomo* (Friend of the People) and the *Far East* (in English); but of late the circulation of the paper has fallen off, and the magazines have been discontinued.

The foregoing newspapers, with the addition of the *Japan Daily Times*, edited entirely in English by a Japanese staff, may be called the O-Shimbun, or large papers, which command more or less political influence and still maintain the journalistic spirit and traditions of earlier days. Other political papers published in Tokio are the *Yomiuri Shimibun*, which literally means "Selling by Reading," an old method of circulating news in our country; the *Chiuo Shimibun* (Central News), and the *Jimmin* (The People), the organ of the liberals. As yet, however, these papers do not appear to have attained any great amount of influence, all but the first named being of recent origin. The *Yorodzu Choho* (Morning Items) and the *Asahi Shimibun* (The Rising Sun), both of which have a large circulation, are not generally ranked among the high-class journals.

Although at present each Japanese city and town of any importance has one or more daily news-

papers, outside of the metropolis there are only two which command any very considerable influence. These are the *Mainichi Shimibun*, the chief editor of which is Mr. Takashi Hara, a talented writer who was Vice-Minister of Foreign Affairs during the Chino-Japanese War, and the *Asahi Shimibun*. Both are published in Osaka and have a very large circulation, particularly in the western half of the Empire.—T. J. Nakagawa, in the *Forum for May, 1900.*

FOR A CHICKEN.

The newspaper with the smallest staff in the world, but with a substantial income, is the *Kalorikmik*, of Godthaab in Greenland, a spot which, besides literature, produces little but seals and turnips, the latter only in a mild summer. The *Kalorikmik* is published monthly by a Mr. Moller, who composes, prints, edits, sells and distributes it with his own head and hands. It costs a chicken for a single number, the quarterly subscription is a whole duck, while a whole year's issue may be had for a marten's skin payable in advance. The subscribers are mostly Esquimaux, who read the *Kalorikmik* aloud to their greasy spouses, while the latter are busy licking their children's faces clean and chewing sealskin soft for a new pair of boots, after the evening meal of seal and coffee. So large has been the sale of the paper that the editor has built himself a red and white wooden house out of the profits.—*Pearson's Weekly.*

WINDOW DISPLAYS.

A well-displayed stock in a window increases sales inside. The eye buys before the mouth. Temptation must be offered first to the transient trade. Certain retailers who have acted upon human weakness have doubled their sales. Many more could if they would. Some retailers let their window go to waste. Even if it is small, it is big enough to show something that will attract. See to it, then, that the magnet is placed where it ought to be, and where it will do the most service.—*Grocery.*

At This Office

10 Spruce Street, New York, THE GEO. P. ROWELL ADVERTISING AGENCY keeps on file the leading daily and weekly papers and monthly magazines; is authorized to Receive and Forward Advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

WOODWORK SHOULD BE CLEANED WITH

TERA-SOPE

Whether it is painted, or whether it is oiled and polished.

If painted—it will not cause the paint to crack or peel off.

If oiled and polished—it will not scratch.

In short, there is nothing to be cleaned, scoured or polished in woodwork from the kitchen floor to the parlor door, but that TERA-SOPE will do it best and do it most economically.

JUST A BIT ON A DAMP CLOTH IS ALL THAT IS NECESSARY.

At Grocers. Fourteen ounce bars (nearly a pound) for 10 cts. Seven ounce bars, 5 cts.

Manufact'd by JAMES CARLTON CO., ATLANTA.

"TERA-SOPE."

A correspondent writes: A new cleaning preparation has been put upon the market. It is cutting quite a swath in the Southern advertising field and will be heard from in the East within the next few weeks. It is called "Tera-Sope," and is manufactured in Atlanta, Ga., by the James Carlton Company. The backers of the enterprise have given it out that they will make a strong fight on Sapolio. A national campaign of advertising has been planned by Mr. O. C. Stone, advertising man-

ager of the new company. He now has the Southern end of it running smoothly—four inches across two columns in all of the dailies. The style of the advertising being done is shown herewith. "Tera-Sope" is made of a clay found only in the northern part of the State of Georgia. It is said to contain very valuable cleansing properties. Mr. Stone will move from Atlanta to New York in August to establish Eastern offices and begin putting out business in the Eastern publications to the extent of \$25,000. Most will go in dailies.

TEXTS IN STREET CARS.

During the last two weeks there have appeared in fifty of the Kansas City street cars in the regular space for advertising cards, signs that are in the nature of religious admonitions. The cards are printed in bold, black type and there are three kinds. Here is one of them: "Be honest. Do you love your God? You know by the way you pray and read His book daily. You never forget business or society. Do you remember Him ten minutes daily; even five minutes?"

Similar sentiments have often been painted on rocks along street tracks and railroad lines in conspicuous places, but they never before have appeared in the

street cars in Kansas City. The advertising is handled by the Western Advertising Company. The managers of this company said that the signs were brought to him and paid for at the rate of \$20 a month by one of the big business firms of the city, which is already an advertiser in the street cars. The member of the firm who made arrangements for the display of the religious signs is a leading church worker, but he requested that his name be withheld.

—Kansas City (Mo.) Star.

THE best of business is stimulated by advertising, and the best known business men are the biggest advertisers.

—Utica (N. Y.) Observer.

BOSTON NOTES.

Boston, August 15, 1900.

The Twentieth Century Exposition, to open in Boston October 1st, for four weeks, is going to make a feature of the advertising exhibits. Its posters announce that over one thousand pretty lady demonstrators, selected from America's most beautiful womanhood, will be in attendance at the booths. The managers have adopted one plan for advertising it that seems a good one. Instead of printing an ad of the exposition on the back of envelopes used by the business men of Boston, as has been done in former years, packages of small blotters containing a good ad of the exhibition are provided to all the wholesale houses to inclose with their correspondence.

It is announced that the *Youth's Companion* will, on September 1st, commence the issue of a special Western edition to run a line of advertising at a much less rate than is now charged for the regular edition. For some time a special New England edition has been printed by running cover pages on colored paper, and inclosing in them the regular print of the paper. These four cover pages contain local ads of firms who contract for space in papers going among the Yankees only, and it has been the means of starting in several large general advertisers who were induced to try the medium at a reduced rate for this limited territory.

There is no one that doubts the fact that there is a big advertising concern up in Lowell that is bigger and broader than the town which it honors as headquarters. The city council there refused to make an appropriation for entertaining the Cuban teachers who were to be invited to visit the city of spindles, so the J. C. Ayer Company came forward and agreed to foot the bills of the entire 1,500 seniors and senioritas, chartering a special train to bring them to and from Lowell, and entertaining them at luncheon, followed with a reception and a visit to the recently remodeled manufactory of the company. Interpreters selected from linguists connected with the concern ex-

plained in Spanish the various details in the preparation of the remedies and assisted the visitors in every way to see the many points of interest in and about the big plant. A handsome souvenir printed on the premises in Spanish, reflecting much credit upon the art and printing department, will serve to make the visit a memorable one to the participants.

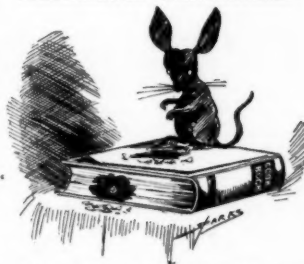
It is J. M. Bugbee's idea in copy-righting the play "Those Telephone Girls" to control the piece and insist upon it being rendered as the author intended, as a gigantic spectacular and comedy-dramatic advertisement for the Walter Baker chocolate. Mr Bugbee is at the head of the advertising department of this establishment and has the assistance of the twin sons of the novelist, Thomas Bailey Aldrich, who benefited by the will of the late owner of the business, Henry L. Pierce. There is plenty of wealth at hand to test this new departure in gaining publicity.

BOWMAN.

ADVERTISING THE BIBLE IN JAPAN.

The American Bible Society has received from its agent in Japan, the Rev. Henry Loomis, his annual report, in which he states that an experiment was made in the early part of the year to increase the circulation of the Bible by inserting advertisements in the leading papers. It was found to be a means of arousing attention and interest in the Bible throughout the whole country. Letters of inquiry were received from more than five hundred persons in different parts of the land, and many orders followed.—*Watertown (New York) Standard*.

ILLUSTRATED TESTIMONIAL.



DEAR SIR—I HAVE CAREFULLY GONE THROUGH YOUR NEW COOK BOOK AND FIND IT A CLEAN AND WHOLESOME PUBLICATION.—A. MOUSE.

PENNSYLVANIA RAIL- ROAD'S SPECIAL AD- VERTISING.

The *Season* is the name of a weekly newspaper which is the official organ of the Pennsylvania Railroad Company during the summer season. It has four pages about the size of the New

ticket offices and stations of the company.

One of the main features of the paper is a series of time tables for the different branches of the railroad, together with other useful information about cabs, express rates etc. But the most noticeable thing about the sheet is the wonderful amount of hotel ad-

ASBURY PARK, N. J.

THE WELLINGTON

NORTH ASBURY PARK, N. J.

Fifteenth season under same management; on the beach, with full ocean view; select family and home-like hotel; hot air heat and open grates.

BENJAMIN B. SMITH, Proprietor.

COMMERCIAL HOTEL

(Formerly St. James), COR. COCKMAN AVE. AND WEBB ST., ASBURY PARK, N. J.—Open all the year. Commanding full view of the sea. Broad Porches, Large, Airy, Comfortable Rooms. Service and Cuisine excellent. Special terms for the Fall and Winter Months.

E. VAN AKEN.

VICTORIA HOTEL

Established 20 Years.

COR. OCEAN AND THIRD AVENUES—Also "Laurel House" under same management.

MISS S. KEMPE.

GRAND AVENUE HOTEL

ASBURY PARK, N. J.
25th Year.

Open all the Year.

Heated by Steam. Electric Light in every room.

LYBRAND SILL, Proprietor.

THE MADISON

Sunset Ave., near Kingsley St.
ASBURY PARK, N. J.

Near Beach and Auditorium. Every modern and sanitary improvement. Reduced rates June and September. Telephone connection.

J. K. DUDMAN.

THE MAGNOLIA

FOURTH AVE. and HECK ST.
ASBURY PARK, N. J.

Under new management. Delightfully located near the ocean; has all modern improvements; rooms all large and pleasant.

HARRY DUFFIELD.

THE BELDEN

214 FOURTH AVENUE
Asbury Park, N. J.

One block from the Beach. First-class Table. Gas throughout. Terms \$6.00 to \$9.00.

R. L. & A. McCOLM.

York Times, and it is printed on a tinted paper of good quality. It consists largely of gossip about the summer resorts on the various branches of the Pennsylvania Railroad and it looks as if it were issued with the main object of booming these places. The little paper is now in its thirty-fifth year and it has always been gratuitously distributed from the

vertising that it contains, and herein is perhaps the secret of its existence. Cuts of the most prominent hotels at the various summer resorts are numerous, and where a cut is not given the best type display is shown, as in the double column ads here reproduced in miniature. It is quite evident that there must be good advertising revenue from

these hotels, which are scattered all over the four pages of the paper.

The technical character of the *Season* is given as "a time-table, guide, train schedule and railway companion," all of which it certainly is. It is published by Lineaweaver and Wallace at 321 Chestnut st., Philadelphia, with a New York office at 1287 Broadway. It is said that the circulation runs into six figures. Some of the larger hotel ads run to six inches double column, but they taper down to half inch double column.

F. A. STUART.

F. A. Stuart, proprietor of Stuart's Dyspepsia Tablets and Stuart's Catarrh Tablets, and who also owns a half interest in the Pyramid Pile Cure, is still well on the sunny side of forty. He began business in a small way in Marshall, Mich., in 1890, and during the past few years has become one of the wealthiest men in the State, with a business which extends in its sales to every part of the continent. In every city and town and village, in almost every store, the Stuart remedies can be bought. This universal distribution has not been effected by means of salesmen, or what is commonly called "loading up" the druggists; the demand has come entirely from the people who have read and been convinced by the advertising. The coming year Mr. Stuart will spend (or invest, which is a better term) upwards of one-quarter of a million dollars in advertising in newspapers and magazines. Much of Mr. Stuart's income has been invested in real estate in Marshall, where he makes his home. He owns one of the finest residences in the State and just outside the town he has a large farm, on which he keeps a fine herd of cattle. Mr. Stuart is a great reader, and has one of the best private libraries in the country, particularly in scientific and philosophical works. He is also a most ardent lover of music and never allows the grand opera season to escape him, either in New York or Chicago. He is one of the best amateur violin players in this country, and has the finest collections of violins, probably, in America. Among his many natural gifts is a fine, well-cultivated tenor voice.—*Fourth Estate*.

CORRECT ENOUGH.

The successful man of small beginnings finds it difficult to delegate his powers. He cannot give up the habit of attending to the details himself; of holding all the strings in his own hands, and pulling them for himself as he did in the beginning. He does not understand why he has such wearing days that accomplish next to nothing. He frequently comforts himself a little by saying, "I did what I could." He would better revise that unto, "I tried to do what I couldn't."—*National Printer-Journalist*.

THE "EXPERT."

TRENTON, N. J., August 9, 1900.

Editor of PRINTERS' INK:

Your Philadelphia correspondent, whose letter appeared in the issue of July 18, says it isn't to the credit of adwriters in general that two retail firms are now doing their own advertising. He calls it "the recently-adopted course" of those two retail firms, whereas I know for a positive fact that in the case of one of the firms it was no recently-adopted course at all. For many years the advertising of this firm was done by the members of the firm. Later they tried what Mr. Buckley likes to call the "experts," among whom I was fortunate enough to be counted. I was in the employ of the firm more than fifteen months, and until business grew and necessitated the service of an adwriter who could give his whole time to the work.

Personally, I gave three days a week to it. I say this to clear myself of the implication that the "recently-adopted course" of Finley Acker & Co., the firm I refer to, has anything to do with the good or bad advertisement of any adwriter, myself in particular. All this tommyrot about the "expert" is a lot of silly balderdash written by men who ought to know better. There are thousands of business men in this country to-day who are thankful for the day which saw the rise of the adwriter; the business student; the specialist—call him whatever you may. There are thousands who would still be doing cut-and-dried advertising if it were not for the adwriter. There are some things Mr. Buckley doesn't know. He perhaps does not know that within three months one of the firms he mentions was having work done by one of those detestable "experts." Wm. WOODHOUSE, JR.

HIS WONDERFUL CHECKING SYSTEM.

SOUTH WHITLEY, IND., Aug. 11, 1900.

Editor of PRINTERS' INK:

We notice that you invite publishers to say a good word for their papers—if they can.

The *Whitley County News* is published at South Whitley, Ind. We have not the largest circulation in our county, but we cover our territory thoroughly and are satisfied to believe we have as good a class of readers as any paper published in Northern Indiana. Two-thirds of our list is paid for in advance. The thing we can offer to advertisers is our system of checking ads. Every foreign advertiser receives a marked copy of our paper each issue, his ads plainly marked with a blue pencil. If his advertisement is not given the correct position, according to contract, we notify him of the same, and at the close of the contract we make up all wrong positions. We charge more for this service than the average country paper charges but our customers seem well pleased with the plan and do not object to the extra charge, for they are sure to get what they pay for. Very truly,

ATOZ PRINTING CO., Publishers.

It is as difficult for some advertisers to say what they mean as it is for others to mean what they say.

Questions and Answers in Literature

(FIRST SERIES)

Q.	What is "THE CARDINAL'S SNUFF BOX?"
A.	It is the Most Charming love story of the year.
Q.	Who wrote it?
A.	HENRY HARLAND.
Q.	Who published it?
A.	JOHN LANE of 251 Fifth Avenue, New York.
Q.	What's the price of it?
A.	A Dollar-Fifty.
Q.	What do the papers say of it?
A.	They have praised it most enthusiastically.

Questions and Answers in Literature

(SECOND SERIES)

Q.	Which is the best modern Political Novel?
A.	"SENATOR NORTH."
Q.	Which is the best Historical Novel of present-day life?
A.	"SENATOR NORTH."
Q.	Which is the best work to read to study American national life?
A.	"SENATOR NORTH."
Q.	Who wrote it?
A.	GERTRUDE ATHERTON.
Q.	Who is GERTRUDE ATHERTON?
A.	Dr. Robertson Nicoll says she is the greatest living woman writer.
Q.	Who publishes "Senator North?"
A.	JOHN LANE of 251 Fifth Avenue, New York.
Q.	What is the price of the book?
A.	A DOLLAR FIFTY.
Q.	Where can I buy it?
A.	AT EVERY BOOK STORE IN THE STATES.

INTERESTING.

THE ENTERING WEDGE.

When you place an ad stating that you make the very best stoves on earth and sell them for less money than anybody else before a man, he reads it, may be impressed and all that, but there is nothing in it to bring you into touch with him, which is what you want. He reads the ad and goes on reading other things without taking with him the feeling that he must get into communication with you right away. Now if, after telling how good your stoves are, you ask the man to send for a handsome booklet telling all about stoves, or your latest catalogue, which is the most

comprehensive stove list on earth, or something of that sort, you get your man to write to you and that is or should be an entering wedge to his business. It is a great help to an advertiser to get into communication of any sort with the man he is after.—*Current Advertising.*

"SLUMBER-WEAR."

It is difficult to coin good words, but one which is likely to become popular has just been used by a Glasgow advertiser. The new word is "Slumber-wear," which seems an improvement on "night apparel."—*Advertisers' Review.*

TESTIMONIALS FOR RETAILERS.

Why should not the grocer, the butcher, the baker, the delicatessen store, and all the other retailers from which the ordinary family purchases, publish testimonials in their advertisements? If the baker has a new kind of cake, would it not enhance the value of his own praise of it, if beneath he published a little letter from Mrs. Smith, telling how delighted her family was with it and how it was better than any kind of cake they had previously tasted? If the grocer had a new brand of canned goods, would not a letter from Mrs. Brown, telling of its merit, be of greater value than anything the grocer himself might say? Nor need such testimonials be confined to the stores that sell edibles; the shoe dealer, the clothier, the men's furnishing store, and a host of others could utilize them. They could be printed in type, or reproduced by photography, although it seems to me they would be most effective in fairly large and dark type. That their appearance would stimulate interest and discussion and as a result sales, hardly admits of question. Mrs. Brown would certainly desire to taste or test those comestibles that Mrs. Black had found so commendable.


The retailer who desires to use testimonials after reading the above paragraph, meets with a difficulty; people do not send him


letters telling of their satisfaction. This is true enough; and in order to secure testimonial letters, they must be applied for. In conversation with the retailer, a certain lady tells how enthusiastic she, or her family, or both are in regard to a certain product. Now is the retailer's chance to ask her to write him a letter about it, telling her, of course, the purpose for which he desires it. Or, better still, he may suggest that he would be pleased to write it, so to save her all trouble, and let her sign it. That a number of people will object is probable enough; but the majority of them will be pleased at an opportunity to secure their names in print.


Another phase of the same idea is to publish what the various purchasers say in regard to a product without having it in the form of a letter. The good point about this plan is that the permission of the people whose opinions are given need not be secured, save, perhaps, in exceptional instances.

Perhaps an alternation of the two methods here suggested would be the best plan.

It appears to me that a retailer who utilized the ideas presented in this article would be more discussed than any man in his town. At first it may be rather a difficult task to write or secure the testimonials; but as proficiency comes with experience, the initial inefficiency would soon be a matter of the past.—*Advertising World.*



Don't be the barbers' slave-oh!
Shave yourself with

Bad Poetry but
Exquisite
Shaving Lather!



SIMPLE ISN'T IT?
15¢ & 25¢ Pots.
Made in France
LIKE MAGIC EN!

A CAR CARD THAT ATTRACTS THE EYE.

A GOOD SUGGESTION.

It is a wise plan to have all necessary printed matter on hand before replies begin to come from advertisements, even if they are simply requests for circulars. The presumption is that a person does not write for your circular unless he or she is interested in your goods, therefore if you delay in sending the information the person is liable to go elsewhere, or to lose confidence in your methods.—*Secrets of the Mail Order Trade.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISEMENTS for the EVENING Post, Charleston, S. C.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE EVENING POST.

ADVERTISING manager wants to make a change for chance to show more ability. Good refs. "CHANGE," care Printers' Ink.

TELEGRAPHIC news service for afternoon dailies. Reliable, complete and within reach of every publisher. Address "MANAGER," Post-office Box 2341, New York.

AHIGHLY successful all-round newspaper man, now employed, wants position as editor or manager of a good country daily. Address "H. L.," care Printers' Ink.

WANTED—To sell at low figure a growing farm paper property worth double price asked. No better opening in the South for a hustler. E. E. ADAMS, Lebanon, Tenn.

ADVERTISING manager who has developed his field to the limit will consider an offer from a paper willing to pay a good salary for a first-class man. Address "L.," Printers' Ink.

WILL give \$10 for suitable name for a manufactured article in every home; any man, woman or child may suggest good name; description sent for stamp. STEVENSON BROS. & CO., Second & Sansom Sts., Philadelphia.

ADVERTISING SOLICITOR WANTED—A responsible publishing house want a man of character, energy and experience to solicit newspaper advertising in the West, and make himself useful in the office when not traveling. Must be of correct habits and able to get business and get it right. To a good man a permanent position is open. Applications (which will be treated as confidential if desired) should give full particulars as to past and present employment, age, whether married or single, qualifications, references and salary wanted. Address "M. L. G.," care Printers' Ink.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

COIN CARDS.

Coins per 1,000. Less for more; any printing. **THE STATIONERS' MFG. CO.,** Detroit, Mich.

PREMIUMS WANTED.

We want premiums for weekly journal, from 20c. to 75c. Send description **WASHINGTON MIRROR,** Washington, D. C.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger, 10c per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown, Ohio.

POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. **BURR MANUFACTURING CO.,** 614 Park Row Bldg., N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

MAILING MACHINES.

THE BEST, a labeler, 799 pat., is only \$12. **REV ALEX. DICK,** 43 Ferguson Ave., Buffalo, N. Y.

SUPPLIES.

THIS paper is printed with ink manufactured by the **W. D. WILSON PRINTING INK & CO. Ltd.,** 138 Spruce St., New York. Special prices to cash buyers.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? **THE MEN OF LETTERS ASS'N,** 595 Broadway, N. Y.

DAILY PAPERS FOR SALE.

MAKING \$7,000 annually. Plant inventory, \$30,000. Can be bought at fair figure if taken soon. About \$20,000 necessary. Inquire, with references, **E. P. HARRIS,** 150 Nassau St., New York.

WINES.

THE government, in its efforts to establish a pure food law, analyzed 14 brands of champagne, foreign and domestic, and the Brotherhood (champagne was the one pronounced the best. Will send you testimony free or a case of the wine for \$12. **C. E. SWEZEY,** with Brotherhood Wine Co., New York City.

NEWSPAPER INFORMATION.

THE June, 1900, edition of the American Newspaper Directory has been exhausted—all copies printed have been sold. The next issue will appear on Saturday, September 1, 1900.

Orders received now, price \$5, all delivery charges prepaid by the publishers, **Geo. P. Rowell & Co.,** 10 Spruce St., New York. The man who needs a directory now and cannot wait until September 1st can have a March, 1900, copy for the same price—while the copies on hand last.

ADVERTISING NOVELTIES.

TRICYCLE wagons for merchants, \$40; lettered to suit. **ROADSTER SHOPS,** Camden, N. J.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MAYBE the best kind of a novelty for your purpose would be a novel, catchy folder with considerable "talk" in it. I write, illustrate and print such folders. **HOLLIS CORBIN,** 253 Broadway, New York.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. ill'd list price catalogue free. **S. F. MYERS CO.,** 48-50-52 Maiden Lane, N. Y.

PREMIUMS—If you are using or going to use guitars, mandolins, banjos, violins or any goods of a musical nature, send for our catalogue and prices. We can give you some valuable suggestions and save you money. **A. O. & E. C. HOWE,** Manufacturers and Jobbers, 94 Bay State Bldg., Chicago, Ill.

NEWSPAPER BARGAINS.

ONE of the greatest opportunities in New England States—a weekly and job plant—practical monopoly—profit \$2,500 a year. Must be sold quick. \$3,000, or more, cash required. The first newspaper man who sees the property and appreciates business situations will own it.

Dailies and weeklies in 38 States. Send for my special list. Any reliable properties for sale, "David" knows about them. What do you want?

Wanted—by clients—reliable daily and weekly properties in the East and West.

C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

ADVERTISING INSTRUCTION.

JUST placed another graduate successfully. Advertising writing practically taught by mail. Private individual instruction. Big pay. Good prospects and increasing demand. No experiment. Results proven. Particulars free. THE PAGE-DAVIS CO., 111 Medinah Temple, Chicago.

ADDRESSES.

HALF the value of the addresses you use depends upon the force of the circulars you send. I write forceful circulars. HOLLIS CORBIN, 233 Broadway, New York.

CREATE business without expensive newspaper advertising. Use Carter's Classified Addresses. Only house in the world furnishing names not to be found in directories. Have you a remedy for cancer, catarrh, deafness, dyspepsia, kidney troubles, nervous troubles, rheumatism, skin diseases, etc.? Do you want agents to sell your goods from house to house? We have America's population classified according to affections, occupation or condition. Can address your envelopes or wrappers. Capacity 100,000 daily by expert copyists. Prepared to furnish any class of names, envelopes or wrappers, plain or printed, address the latter and attend to mailing if desired. State specifically what you have to sell, how you want to sell it. We will reply by return mail with full information that will make your business a success.

FRANK R. CARTER, 12 EAST 42D ST., N. Y.

FOR SALE.

FOR SALE—A leading 16-page Southern farm journal located in city of 100,000. Good business. No plant. Fine opening for good man. Excellent location. Will sell cheap or will lease. E. E. ADAMS, Lebanon, Tenn.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

FOR SALE—THE ILLUSTRATED YOUTH AND AGE, Nashville, Tenn. The only high grade literary magazine published in the South. Would prefer to only sell an interest, if I could be relieved of the business management. I am proprietor of eight business colleges, and have other interest to look after; hence am overworked. Great opportunity to get an established magazine. Write J. F. Draughton, Nashville, Tenn.

ADVERTISING MEDIA.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

TWIN TERRITORIES, Muskogee, Indian Territory.

TWIN TERRITORIES, Muskogee, Indian Territory.

THE best advertising medium in Charleston, S. C., is THE EVENING POST.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S. C., is THE EVENING POST.

BACK-COVER QUARTER PAGE, 90,000 circ., \$16.70 12 times, \$180. PATHFINDER, Pathfinder, D. C.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c, a line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 1,500. Sample free. Mailed postpaid 1 year, 25c. Ad rate, 9c. line. Close 34th.

A WEB perfecting press, linotype machines and a building of its own in evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

VARIETY is the spice of life. Variety in advertising is essential. Don't send the same blatter twice. We have a variety. JOHN T. PALMER, Philadelphia.

BEST advertising medium in the Middle West is TWIN TERRITORIES. Two years established. Reaches the homes of the prosperous farmers and wealthy cattlemen.

ANY line goods assured special publicity in a Broome County, New York, by local expert. Catchy ads, personal attention, reasonable terms. "JUDGMENT" care Printers' Ink.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,053 weekly, among wealthy ranchers; growing rapidly; 5c. agate line; no medicine ads.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$50; 500 inches, \$80; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. HOWELL ADVERTISING AGENCY, 10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

ADS \$1 each, booklets \$1 a page. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

JED SCARBOROUGH, writer of forceful advertising. Request estimates. 20 Morton St., Bklyn.

MEDICAL advertising, professional or secular, written, illustrated, printed. M. P. GOULD.

JINGLES—Advertising jingles for all trades. That is my specialty. They are the pithy, pointed, practical kind, and are profitable at the price. "JACK THE JINGLE," 10 Spruce St., N. Y.

TEN DOLLAR premium free to all retailers who take my weekly illustrated advertising service for three months or more. Write for full particulars. HOLLIS CORBIN, 233 Broadway, New York City.

LAUNCHING a new business? Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

I WANT to hear from retailers, jobbers and manufacturers who have had excellent and perfectly satisfactory work from other advertising specialists, but who want something of equal merit, yet entirely different in general character and style. My work is unique. My prices are low for first-class work. I write and illustrate newspaper, trade paper and magazine advertisements and booklets, circulars, folders and other kinds of advertising matter. HOLLIS CORBIN, 233 Broadway, New York.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

8822

HOMES REACHED FOR ONE CENT PER LINE.

That is the average cost of influencing
the readers of the dailies of the

SCRIPPS-McRAE LEAGUE

With the following sworn-to daily circulation:

<i>Cincinnati Post,</i>	-	-	133,288
<i>Cleveland Press,</i>	-	-	93,096
<i>St. Louis Chronicle,</i>	-	-	54,050
<i>Kansas City World,</i>	-	-	24,348
<i>Kentucky Post,</i>	-	-	12,826

Live afternoon papers published in prosperous cities and read by the energetic, buying middle classes. They foster no fads; they cater to no cranks; but frankly and fearlessly furnish facts, and are read thoroughly from first to last page, for every one of their eight pages carries news; not literary matter but news of present interest.

For rates and further information address

F. J. CARLISLE, Advertising Manager,

Scripps-McRae Press Association,

**53 Tribune Building,
NEW YORK.**

**116 Hartford Building,
CHICAGO.**

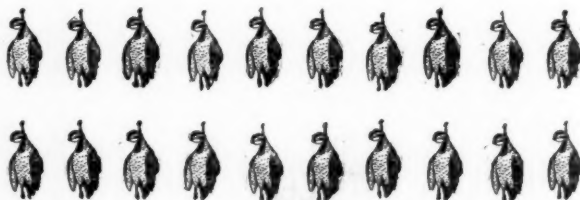
A Possible Eighteen Now the Limit.



Availing itself of the offer put forth in PRINTERS' INK, *The Hardware Dealers' Magazine*, of New York City, which has the largest circulation, and is the leading Hardware publication of the United States, secured 21 quails, it having given an order on August 8th for two lines space to be inserted in PRINTERS' INK as a classified advertisement for the year 1901, at a total net cost of

\$26.00

In consideration of that order *The Hardware Dealers' Magazine* became entitled to receive free insertions for its advertisement for the remainder of the year 1900.



The next to avail themselves of the offer of free advertisements for the remainder of the year 1900, in consideration of a contract for 1901, was Snyder & Johnson, Adwriters and Advertising Agents. They bargained for a four-line classified advertisement one year to be used in advertising themselves as adwriters, at a total net cost of

\$52.00

They also contracted for an eight-line classified advertisement one year to be used by E. W. Blatchford & Co., Chicago, Ill., makers of newspaper metals, at a total net cost of **\$104.00**

The Men of Letters Association gave their order on August 15th, just in time to capture 20 quails, for a four-line classified advertisement to appear for one year at a cost of **\$52.00**

Each of these are entitled to 20 free insertions.



As soon as the offer of free insertions was understood, probably, Honest Stanley Day of New Market, N. J., recognizing the goodness of the offer, ordered his two-line announcement for the *Advertisers' Guide* discontinued and gave an order for a three-line classified advertisement to appear for one year at a cost of **\$39.00**

M. P. Gould, New Haven, Conn., an adwriter, followed with his order for two lines classified advertising, one year, at a cost of **\$26.00**

William Crawford Hirsch, 149 World Building, New York City, who furnishes a telegraphic news service, after making sure by an interview that he understood the offer, lost no time in giving his order for four lines classified advertising one year, costing **\$52.00**

The Stationers' Manufacturing Co., Detroit, Mich., closed the third week of contracting for two lines classified advertising, one year, at a cost of **\$26.00**

Each of these gave their order in time to secure 19 insertions without cost and may be said to have captured 19 quails.

Publishers and others who appreciate the value of "Printers' Ink" as an advertising medium and who intend to use it during 1901 may secure free insertions for the remainder of the year 1900 by closing their contracts now. Address orders to

Printers' Ink, 10 Spruce St., New York

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure: display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.
LONDON AGENT, F. W. SEARS, 50-52 LUDGATE HILL, E. C.

NEW YORK, AUG. 22, 1900.

FRANCIS H. LEGGETT & Co., the wholesale grocers of New York, issue each month an eight-page nine and a half by twelve inch paper called the *Pacemaker*, whose object in life is stated to be "the encouragement of mail orders from grocers who are not regularly visited by our salesmen, and in the temporary absence of salesmen to serve as a vehicle of information upon changes in stock, in price, etc." It is written and illustrated in a manner well calculated to interest grocers, with a dash of humor that is anything but unpleasant in hot days.

ONE of the daintiest catalogues received at this office for a long time comes from the Princess of Wales Company, manufacturers of corsets, 568 Broadway, New York. It is intended for dealers, and portrays in portraits from life the shape and fit of the various styles, allowing a page to each, on which appears, aside from the half-tone, an excellent description. A fine cover, embossed in gold, blankets the whole. Mr. T. S. Fettingier, the advertising manager, is to be congratulated upon the production of a piece of advertising almost too exquisite for the purpose for which it was designed—the sight of dealers.

THE daily newspaper is onspeaking terms with all classes, from very rich to utterly poor.

THE Bear Lithia Company, of New York, issue a lithograph cut-out booklet representing a bear holding a bottle in his arms—or perhaps it would be more accurate to say, in his forelegs. Inside—of the booklet—is some interesting and convincing matter concerning the merits of this popular drink.

THE owners of the Elmwood Cemetery in Chicago advertise by a booklet unique in many respects. This brochure tells of the great size of the tract and the consequent impossibility of overcrowding it for generations to come, the ease with which it may be reached, the natural advantages, the improvements already made or contemplated, the price of lots or of single graves, and concludes with the assurance that the purchaser of a single grave, which costs only \$10, may secure as good location and attention as the buyer of a plot involving the expenditure of many times as much. The style is convincing, and the arguments put forward appear well calculated to produce results. To advertise a cemetery may seem unusual, but the booklet in question demonstrates that it can be well done.

An interesting monthly is the *Western World*, of Chicago. It devotes itself chiefly to feminine interests, judging from its August issue. It gives forty pages, fairly well written, printed and illustrated, in each number and charges but five cents, or fifty cents a year. Regarding its output, not much information is extended. If you consult the American Newspaper Directory, you discover that the editor of that excellent reference book knows as little, if not less, than you. In 1895 and 1896 he rated it H, meaning an issue in excess of 2,250; in 1897 he inserted, "publisher asserts, not less than 100,000;" in 1898, no further statement being forthcoming, an estimated rating of exceeding 75,000 was accorded; in 1899 an estimate meaning exceeding 40,000. What the circulation really is at the present day is as great a mystery as the name of the builder of the pyramids.

THE *Union Agent* is the name of a twelve page monthly issued at Covington, Ky., by the American Agent's Association, at one dollar a year. It devotes itself to the interests of canvassers, bringing to their attention the names of concerns requiring agents, at the same time providing a medium for the advertising of such firms. The paper has now seen the light for four years, and for 1899 the American Newspaper Directory gave it an average circulation of 4,041. To outsiders it is not very interesting, but it apparently fills a niche in the field it has selected for itself.

In a paper on advertising, read before the Illinois Press Association, Mr. E. F. Baldwin, editor of the *Peoria Star*, said:

The first circumstance that opened my eyes to the value of advertising to the reader happened to myself and partner when we started the *Peoria Star*. We canvassed the city for subscribers. In the course of the canvass, one old lady said she would like to take the paper, but she feared, being a new sheet, we would not have the dry goods ads in. She could dispense with the editorial, the telegraph dispatches, the local news, if she only had the dry goods announcements. That opened our eyes to the astonishing fact that to the great mass of women the dry goods advertisements were more attractive than all the rest of the paper. We have frequently since then run, out of seventy columns of matter, over forty columns of advertising, and invariably found that the circulation has responded just in proportion as the advertising increased. I had often before this wondered at the success of the old *Philadelphia Ledger*. I had frequently seen that sheet, during the war, issue its four pages with only a column and a half devoted to what we would call news, the rest being devoted to wants. I did not understand it then, but I do now; for the people were more interested in the wants than they were in what we call news. The usual feeling among publishers is that advertising is in some way an interloper, and that when they give it space it is so much taken from the reader. My later experience is that so far from this being the true condition, it is the very opposite of the truth. The fact is, the advertisements are of the highest interest and importance, and it is by them that a newspaper's standing must be judged. A newspaper that has no home advertising has little or no standing in its community, and is, therefore, worthless, either as an organ of opinion or as a business enterprise.

BE sure that you fulfill your advertised promise as the readers understand it.—*Pacific Coast Advertising*

In the forthcoming (September) issue of the American Newspaper Directory, the *Inland Printer* of Chicago will be shown to have had an actual average for a year ending with June, 1900, of 15,837 copies. Such an exceptionally handsome appearance and so large an output—for a two dollar trade magazine—is a combination not often seen. It indicates that the *Inland Printer* has made an excellent place for itself in the hearts of its readers—and no one who knows the paper will attempt to deny that the place is well deserved.

A YOUNG girl has brought suit in the New York Supreme Court at Rochester for \$15,000 damages for unauthorized use of her photograph "a picture of rare beauty" as the "flour of the family," by a beer concern. She claims that her privacy has been violated. The judge, in refusing to throw the case out of court, agreed to this view in the following words:

Take any modest and refined young woman, possessed of more than ordinary beauty and intelligence, situate in like circumstances as the plaintiff, and she might naturally be extremely shocked and wounded in seeing a lithographic likeness of herself posted in public places as an advertisement of some enterprising business firm. To permit every person to use a lithographic likeness of the plaintiff advertise his business, and yet say there is no power in the courts to prevent it, would be asserting a proposition at war with the principles of justice and equity and in violation of the sacred right of privacy.

In regard to the property rights and damages involved the court observed:

If her lithographic likeness, owing to its beauty, is of great value as a trademark or an advertising medium, it is a property right which belongs to her and cannot be taken from her without her consent. She has a right to say that without her consent these lithographic copies of her likeness shall not be circulated or used by the defendants.

This view will probably be universally applauded. Readers will remember the unsuccessful attempt of Mrs. Geo. W. Childs to secure the elimination of the name and portrait of her husband, who never smoked, from the advertising of a cigar to which it has been applied. The Rochester decision appears to be the entering wedge to make such efforts more successful in the future.

THE QUALITY FRAUD.

IF YOUR EDITION IS SMALL BRAG
ABOUT QUALITY.

The first question asked by the amateur advertiser and the average advertising agent is "What is your circulation?"

He intends this to mean: How many copies do you print and how many copies do you sell?

The very young housewife asks the butcher "How much a pound is your beef?" as though there were no difference between shank and tenderloin; and the cases are similar.

There is a great deal more than circulation—meaning the number of copies printed and distributed—to be taken into consideration. If it were simply a question of the number of copies printed and distributed to buyers, or even to readers, or even to possible readers, almost anybody could make advertising pay.

The man who has a legitimate business to advertise can buy space in publications, the number of circulated copies of which are unquestioned, which are demonstrated by the publishers beyond any question of doubt, but they do not pay all advertisers all the time.

If there is any one thing that can be definitely proved about advertising, if it is a science as some claim, this seems to demonstrate at least one fact, that there is something more to it than mere number of copies printed and distributed.

The New York *Evening Post* receives more per line for every line of its advertising than the New York *Morning Press*, and the latter has at least four times the amount of circulation.

The New York *Herald* receives more per line for its advertising than the New York *Journal*, which has in all probability at least double the circulation.

The Boston *Transcript* receives more for its advertising than the Boston *Post*, and yet the *Post* has undoubtedly five or six times as many readers.

The Chicago *Evening Post* receives more per line for its advertising than the Chicago *Journal* and yet the *Journal* has nearly four times the circulation.

Every advertiser who has been long in the business knows all this. He knows, or should know, that two or three things outside the number of copies printed by the publication are essential to the success of his advertising, and the first and the most important of all these is the relation existing between the publication and its readers. One thousand copies of a publication of any kind, monthly, weekly, or daily, which has a standing with its readers, which is welcomed by its readers as a personal friend which is known to be accurate in the information which it gives, which has obtained that circulation by clean-handed, straightforward methods, and without the use of chromo inducements, is worth more than a million circulation of a publication which is glanced at, then sold to the waste-paper dealer.

The most important thing in the purchasing of advertising space is the ability to judge the character of a circulation,

and this is what the advertisers and publishers need to get together on.

Any publication which is sold by newsboys on the street, or which is sent out miscellaneous to purchased names, is in a way forced on the public, and such a publication, never mind how well edited or how interesting in character, loses a great part of its value to the man who advertises in it. It is the publication which is sought for and voluntarily subscribed for by the reader, or regularly purchased, which is delivered regularly to him, to his house, or at his office, or bought by him regularly at an established news-stand, or that to obtain requires a sacrifice of some kind, that gives to the advertiser the best value for his money.—Gerald Pierce of the Chicago *Times-Herald*, in *Current Advertising*.

Mr Pierce puts forth the stock ideas that prevail in the offices of newspapers that do not find it desirable to let it be known how many copies they print. The publisher who will not talk about quantity has nothing but quality to discuss, and it often happens that the one who says most about quality has as little of that to brag about as he has of quantity. To the majority of business men one paper is as good as another and worth as much for advertising purposes. The next largest class is inclined to believe a paper valuable in proportion to its age. From these classes come the advertising failures. The wise advertiser limits his patronage as nearly as possible to the papers that will tell how many copies are issued. Quantity of circulation without quality may not be worth much to an advertiser, but quality without quantity is worth nothing. The young housewife who asks of the butcher "How much a pound is your beef?" may feel abashed when told that price is graded by the quality, but she still wants to pay for tenderloin by the pound. The biggest frauds upon advertisers are the newspaper men who harp most upon the quality of their circulation and maintain silence on the subject of how much.

—[EDITOR PRINTERS' INK.]

WHERE OTHERS LEAD.

There is one rule that has become an advertising axiom. "Place your advertising in only those publications whose pages are filled with advertising." By this we mean not advertising quantity as measured by an agate rule, but by the number of similar ads to yours you find.—*Mail Order Journal*.

CONGRESSIONAL ADVERTISING.

The advertising expert has a new field open to his genius and its possibilities appear limitless. The United States mail has been weighted down of late with well-filled envelopes, upon the upperleft-hand corner of which appears the impressive inscription: "Senate United States. Part of *Cong. Record*—Free. Food and Drink. Speech of Hon. William E. Mason, of Illinois, in the Senate of the United States, May 2, 1900." These envelopes, with their heavy, double postage contents, go free through the mails, thanks to the printing on the upper right-hand corner of an autographic fac-simile which reads: "William E. Mason, U. S. S." How many copies of this "speech" have been circulated we have no means of knowing, but we judge by the number of whose receipt in Boston we have knowledge, the city directories of the country must have been culled with care.

It would naturally appear that the sending forth of such a document, printed and mailed at the public expense, would be in response to public necessity, but perusal of the sixteen closely printed pages of the pamphlet proves that its only value is a gigantic government advertisement. The speech is all about champagne, and thirteen-sixteenths of it is not a speech at all but a publication of expert testimony concerning the comparative merits of certain champagnes of American manufacture. The object of the evidence and the speech of the distinguished senator from Illinois is to persuade every one interested that certain brands of champagne, manufactured for the most part in New York State, are the only American champagnes worth drinking.

The alleged proof of this is given with great multiplicity of detail and a great showing of figures concerning specific gravity, polariscope readings, acids and extracts. From all this the opinion is deduced, and forced home with repeated argument, that some three or four

American champagnes are alone worthy to be called champagne. This is a delightful tribute to the manufacturers and they are to be congratulated. But how about the people who foot the bills for the publication and dissemination of this free advertising?—*Boston (Mass.) Traveler*.

THE Birmingham (Ala.) *News* sends to the American Newspaper Directory a circulation statement showing that for a year ending with June, 1900, its average output was 8,645 copies. This statement the editor of the Directory applied for early in June, but it failed to arrive until August 13th, thirteen days after the forms of the Directory for the State of Alabama had closed. As a result, it was impossible to change the rating of the *News* in the forthcoming (September) number of the Directory, and postponement to the December issue became necessary. The incident is worthy of attention in that it shows how a newspaper, while furnishing a desired statement, may hesitate so long about doing so that when the figures arrive they are too late to be of present use. Procrastination is the thief of—proper circulation figures in the American Newspaper Directory.

About . . Matches.

It is likely you use one every now and then.

When you do, you want it to be a good match.

It is not pleasant to scratch a dozen times to get a light.

About that time you begin to get hot.

The poor kind work just about that way.

But the Search Light is not a poor kind—it is the best.

And a box of 500 costs 5 cents. That is about 1 cent per 100.

We have the poor kind at 1 cent for 200—12 boxes, 10 cts.

FRANK'S

FROM PRAIRIE CITY, ILL.

A JOURNALISTIC "RED."

The publisher of the *Brown County Herald*, of Hiawatha, Kansas, has this to say of medical advertising and advertisers :

We have at last done what we have wanted to do for many years—we have thrown out of this paper every advertisement that can be by any chance considered objectionable in any degree. And hereafter we shall print no offensive advertisements. We have an idea that every advertisement is read, and this being so, we don't want anyone to read or put any faith in the cure-alls and nasty nostrums that are always conspicuous advertisements in every possible newspaper and in every possible public place in America. If persons are ailing, they should not hesitate to consult a reputable physician. No medicine acts the same way on different persons. What benefits some may harm others. Another thing : From this time on we will not print advertisements of traveling quack doctors. We want clean advertising matter, or else we want none. It means a loss of not less than \$800 a year. Many a time when we had about decided to cast out the advertisements referred to, we have picked up great papers like the *Kansas City Star* and some religious and family papers, only to find that they printed the ad we so much disliked. After noting their course, we concluded that we were too finicky, and might better take the money and print the ad. They are very little trouble to handle, and are more profitable than the advertising of home people. There is no more work to them than to place them in the paper—they are sent to the publisher already in type, for instant use, with full directions as to position and order of publication. Last year our patent medicine ads amounted to \$800. With one dash we have practically swept aside this source of income. We believe that the people who have glanced at Lydia Redham's offensive propositions, and at Slow's Specific, Bradshaw's Regulator, et al., including the bids of various quack doctors to cure weak and suffering men and women, will miss them in this paper with not a little pleasure.

Once more: If you are ailing, see a home physician, some good home doctor you can confide in. It doesn't make any difference what ails you, don't be afraid to tell an honorable physician about it, and submit to his advice and treatment. Beware of quack doctors; they want your money, and they'll get it. And they cannot cure you. If your home physician can't cure you, he will probably tell you of some eminent man in the medical profession who can help you; but he should warn you in a conscientious and disinterested way never to permit a quack doctor to treat you. Young folks should talk freely to their parents when ill. The parents will call a physician, if one is needed. Don't read filthy ads. Don't buy quack medicines. Don't have anything to do with strange doctors. They are generally disreputable, and entirely unable to do any more for you than to mercilessly take your money.

THROUGH THE MAIL.

One of the Little Schoolmaster's correspondents sends the following interesting story of a mail order scheme that has appealed to him :

A novel scheme is that instituted by a so-called The Ten Girl Company (incorporated), of 823 Schiller Building, Chicago, Ill. The writer received a letter from them recently—fac-simile type-written, but not addressed at all save on the envelope. The letter, which read as follows, and which was on a single sheet of rather inferior paper, contained on its upper half a half-tone group of ten young ladies :

The Ten Girl Company greets you and sends you with this letter six pair of their gold plated handy pins. The price we have made is thirty cents for the six pair and we hope you can use them at that price, which is a great deal less than the stores are asking for them.

We are not objects of charity, but have to make a living, and our little company of girls has not enough capital to sell their goods in a regular way.

We hope you will inclose three ten-cent pieces in stamped envelope and mail it. If not, please be kind enough to put in the pins and return them. You don't even need to write your name on the envelope, as the number tells us who pay for the pins.

Begging your pardon for troubling you and thanking you in advance for your kindness, we remain, Yours for business,
THE TEN GIRL COMPANY.

P. S.—We hope you will let us hear from you promptly, for if you don't we cannot send out any more pins.

There was inclosed, as stated, a card containing six pairs of the pins. These were evidently gold plated goods, of a rather inferior quality. They were neatly mounted on a soft felt cushioned piece of card-board, and then wrapped in tissue paper. In addition there was a coin-card, adapted for three dimes, and it had the name and address of the company printed on it. The third and last inclosure was a re-addressed envelope, with a two-cent stamp thereon. A number to identify the person to whom it had been sent was stamped on the upper left-hand side of the envelope. I sent my card back, but have no doubt that others who have received them have retained and paid for them, for they made an attractive appearance and were cheap enough.

STEREOTYPED ADVERTISING PHRASES.



"MADE ON PRINCIPLE."

CIRCULATION AND OTHER PUZZLES.

Some questions that tend to make the editor of the American Newspaper Directory prematurely gray.

HONESTY IN TEXAS.

DALLAS, Texas, August 9, 1900.

Editor American Newspaper Directory:

DEAR SIR—The *Journal's* experience seems to suggest that detailed reports of circulation are not good things for the publications making them. It has been its practice for several years to make such reports under oath to all agencies and directories asking for them. Other Dallas publications have not been making such reports. The directories for 1900 give ten publications at Dallas higher ratings than the *Journal's*. These ratings except in one instance were based on unverified circulation claims.

Recently the Dallas *Semi-Weekly News* printed a statement from the postmaster of Dallas to the effect that forty-eight publications paid postage on 305,168 pounds of second class matter passing through the Dallas post-office during the quarter ending June 30, 1900, and that 116,738 pounds of this amount (or 38 per cent of the whole) were mailed by the *Semi-Weekly News*.

This looked bad for the other forty-seven publications. The *Texas Stock and Farm Journal* next came forward with an official statement from the postmaster, which showed that it paid postage on 38,635 pounds for the current quarter. (The *News* is issued twice a week, the *Journal* but once a week.)

This revealed a startling fact—that the *Semi-Weekly News* and the *Journal* paid postage on 155,373 pounds against only 149,795 pounds actually mailed by the other forty-six publications in Dallas.

Six religious publications at Dallas have directory ratings that would produce over 100,000 pounds of postage during the quarter. If their ratings be correct the remaining forty publications have less than 50,000 pounds of postage to divide between them, whereas the directory ratings would give them nearer 500,000 pounds than 50,000 pounds.

We submit that there is something "dead up the creek" and that it isn't the *Journal*; also that it is demonstrated by the best evidence (which is the evidence a court always calls for) that the *Journal* has the second largest circulation in Texas.

In the meantime will somebody who knows please point out to us what the *Journal* has gained by telling the truth about its circulation and by making detailed annual reports thereof?

As a matter of business rather than of conscience, wouldn't it have paid better to have claimed the earth as some of our neighbors seem to have been doing?

What has the Directory man to say about this?

STOCK AND FARM JOURNAL COMPANY,
By S. N. Williams, Manager.

The editor of the American Newspaper Directory believes that Mr. Williams having acquired a habit of being honest would do well to stick to it. On reference to the Directory, he

finds the *Texas Stock and Farm Journal* gets credit for a regular average issue during the year 1899 of 17,012 copies and that the only other weeklies in Texas getting credit for so large an issue are the Sunday and weekly editions of the *Houston Post*, based on statements from the publisher (who is also honest), and the *Texas Farmer* who used to make an honest statement with some regularity and on the strength of which he still gets credit, for an average issue of exceeding 17,500 copies, which may be too high a rating just now.

WILLING TO BUY A CIRCULATION RATING.

BOSTON, Mass., Aug. 8, 1900.

Mr. Peter Dongan:

Replying to your correspondence of recent date, we would like to do some advertising in the American Newspaper Directory, but the management seems unwilling to treat us fairly or justly. For reasons which seem to us satisfactory, based on practices of competitors, we do not feel like stating our exact circulation in exactly the terms that the management of the Directory desire. At the same time, we are willing to make a statement under oath, backed by affidavit of pressmen, postoffice and paper dealers, that our circulation is holding its own and has not fallen off during the recent depression. The Directory management persists in charging us with a very large decrease in circulation, which we can prove to be false. If, at some future time, relations are more satisfactory, I would consider a proposition to do some advertising.

Yours truly,
GEO. M. WHITAKER,
New England Farmer.

Careful readers of PRINTERS' INK will remember that Geo. M. Whitaker has in times past occupied considerable space in its short and narrow columns. Old-time correspondence indicated that Mr. Whitaker thinks the editor of the American Newspaper Directory and the editor of PRINTERS' INK little better than a pair of thieves, and those gentlemen did not appear to think half as highly of Whitaker as he did of them. What Mr. Whitaker always seemed to be aiming at was to get a large circulation rating in the Directory without making himself responsible for it by any statement of his own made without loopholes large

enough to permit of driving through it a six-horse stage with team attached and with passengers riding on top. It would now appear that Mr. Whitaker thinks a good way to get a large circulation rating for the *New England Farmer* is to advertise in the Directory. If he adopts that policy it will be interesting to note how it works.

MR. MALLORY'S PLEDGE.

Office of
"THE LIVING CHURCH,"
CHICAGO, Ill., Aug. 6, 1900.

Geo. P. Rowell & Co.:

SIRS—I have before me a copy of the August 1st issue of *PRINTERS' INK* containing a "review of class and trade papers," and am more or less surprised at the statement made in page 10, under the head of the Protestant Episcopal Church, in which you state that your estimate of the *Churchman* exceeds 17,500, while *The Living Church* estimate is exceeding 7,500.

I have a letter in my possession, signed by Mr. Mallory, publisher of the *Churchman*, in reply to a letter asking what circulation they had and asking if the rating in some directory of 15,000 was correct, to which they replied that they did not make the statement of circulation. This to my mind indicated that it must be much less than 15,000, and it is hard to understand where you could secure such a good rating on them and such a poor one on us, as not long ago, when a certain deal was pending, the circulation of both papers was practically the same. We have had several issues since the paper changed hands in February where we have reached nearly 20,000 copies, including sample copies which were sent to a choice list of clergymen and prominent laymen of the church, which the new management have. While as a rule we do not run over 15,000, we feel confident that our Eastern competitors would not furnish you with statement for any more than that, and if such is the case why should they be rated so much more?

We are willing to make a statement of circulation any time if the other leading papers will do so. But do object to making a statement which will be talked about and compared with "claimed" circulations of our competitors. The writer looked over a few of the advertising agents' directories and hand-books the other day and was surprised to see the *Churchman* rated in one 10,000, in another 12,000, another 15,000, and in two other directories 17,500, and one as high as 25,000. Surely these amounts of the advertising agents, which were all supposed to be the latest editions, could not be correct.

We do not ask any agency or directory publishers to get us big rating, as it is not necessary in our efforts to secure business, inasmuch as the paper that is profitable to advertisers is satisfactory to them whether the circulation is 1,500 or 15,000. But we do ask that when our competitors make big boasts that they be required to verify their statements or be given a lower rate, and we hope that we shall have no cause to complain in the future.

Yours very truly, C. A. GOODWIN.

The editor of the American Newspaper Directory says he has always had a good deal of difficulty about getting satisfactory circulation statements from the *Churchman*, but has been specially anxious to rate it as

high as facts would warrant, because of the admitted excellence of the paper. The rating for 1899 is based upon a statement signed "The Churchman Company, per M. H. M.," dated October 17, 1899. It reads as follows: "We pledge you that in the past year no edition has been as low as 17,500."

A KICKER.

Office of "THE WOMAN'S JOURNAL,"
BOSTON, Mass., Aug. 7, 1900.

Peter Dougan, Esq.:

An advertisement in the American Newspaper Directory, such as you propose, would be of no value to us unless you can give us a correct rating under the proper heading—viz., 4,000. (The 6,000 in the ad you inclose was a mistake, and the rating in Pettengill's Directory is 4,000 only.)

As we are classed in Rowell & Co.'s recent slip as "1,000 and a kicker," if I correctly understand the meaning of the letters attached, we are precluded by self-respect from entertaining an offer unless justice can be done us. We do not ask any guarantee, but simply our figures on our own responsibility as 4,000.

We have always declined and shall continue to decline rendering a detailed monthly statement, as a disclosure of our private affairs which we do not propose to make to any one but our stockholders. That is no reason why Messrs. Rowell & Co. should persist in a gross misstatement of facts, to which we have called their attention.

Regretting our inability to do business with you under present circumstances, I am,

Yours truly, HENRY B. BLACKWELL,
Treasurer *Woman's Journal*.

The rating accorded to the *Woman's Journal* in the Directory is as follows:

Circulation: Rating varied from 4,500 in 1893 to H in 1895. In 1896, H. In 1897, Y. In 1898, Y I. In 1899, Y I. (?) In 1900, Z I. (++)

This letter is published here because it is a good illustration of what is meant by the double dagger marks, which are explained in the Directory as follows:

(++) This publication is "a kicker"—unfriendly to the objects of the Newspaper Directory and gives little information.

The editor of the Directory believes, from information in his possession, that the *Woman's Journal* may from time to time print 4,000 copies or even more. He also believes that the "I" rating (exceeding a thousand copies) does the paper ample justice forty-eight weeks in the year, if not for fifty-one.

DISQUALIFIED.

NORFOLK, Va., July 31, 1900.

Editor of American Newspaper Directory:

Please find inclosed our sworn statement of the circulation of the *Virginian-Pilot* for one year, ending July 31, 1900. We also inclose our check to pay for 14-line publisher's statement (\$7), copy for which is also inclosed.

We desire the new rating and publisher's

statement to appear in the September issue of the Directory.

We would respectfully call your attention to the healthy growth of the *Virginian-Pilot's* circulation during the past year. We are now issuing and circulating 9,500 daily and 10,200 Sundays, which, we believe, is the largest circulation in the State.

In the absence of evidence proving the contrary, we think the *Virginian-Pilot* should be accorded the "bulls eye." Don't you think so? Very truly,

VIRGINIAN & PILOT PUB. CO.

The editor of the Directory pronounces himself unable to grant the request of the *Virginian-Pilot* so far as it refers to the "bulls eye" designation. Those who examine the Directory will observe that the bulls eye is never accorded to the paper having the largest circulation. Notwithstanding its excellence, the *Pilot* cannot be entitled to a mark which means that "advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed."

THE FIFTH SUGAR BOWL.

Office of
"COLLIER'S WEEKLY."
NEW YORK, August 9, 1900.

Editor of PRINTERS' INK:

In order that you may verify the monthly averages of the circulation statement of *Collier's Weekly* sent you on July 11th, and criticised by you in your issue of July 25th, I am sending herewith sworn statement of the net sale of each issue of *Collier's Weekly* for the fifteen months covered by the previous statement, to which have been added the months of April, May and June, bringing the figures up to and including the issue of June 30th, or eighteen months.

In this connection I would call your attention to the fact that *Collier's Weekly* now guarantees, and will make a part of any advertising contract, that the net sale (i. e., copies for which cash is actually received) will exceed 225,000 copies each issue or pro rata rebate of advertising charge will be made. I believe this is the broadest, strongest guarantee ever offered an advertiser. Sworn statement for each issue will be made monthly as soon as newsdealers' returns are in (about ninety days after date of issue).

For the sake of brevity we made our previous statement to you in the condensed form of monthly averages, and we beg to thank you for calling our attention to its deficiencies. We are anxious to make known to the advertising world the exact facts.

The subscription receipts of *Collier's Weekly* are, we believe, greater than those of any other weekly or monthly publication in the world, amounting to over one million dollars a year. We are giving the biggest value possible both to subscriber and advertiser, and when you study all the facts, including character and circulation, quality of paper and printing, and position given to advertis-

ing, we are sure you will award the Fifth Sugar Bowl to *Collier's Weekly* as being the weekly that gives the best service in proportion to the price charged.

Very truly yours, CONDE NAST,
Manager Advertising Department.

Accompanying this letter is a statement of circulation from January 1, 1899, to June 30th of the present year, which the editor of the American Newspaper Directory informs PRINTERS' INK meets with his requirements. The average arrived at for the fifty-two issues up to June 30th is 203,690, which makes this publication's lowest advertising rate approximate three-fifths of a cent per line for each thousand copies. At the guaranteed output—225,000 sold copies—the rate is slightly below two-fifths of a cent for each thousand. For a publication of the style of *Collier's Weekly*, costing ten cents a copy, and consequently reaching a well-to-do class, this rate is lower than it seems. From present indications this weekly has apparently made a place for itself which it is well capable of filling.

—[EDITOR OF PRINTERS' INK.]

DETAILS.

How to treat the details concerning an article is often a difficult matter to decide. The amateur advertiser either assumes that the public possesses much more knowledge concerning the advertised matter than it does, and fails to give the details needed for clearness, or he fills the announcement with so many of them that a similar result is produced. The golden mean lies between the two extremes: giving only essential facts.

STEREOTYPED ADVERTISING PHRASES.



SERVED AT THE BEST CLUBS AND CAFES.

NOTES.

THE *National Printer-Journalist* (Chicago) offers \$50 for a type design cover.

SAYS a Boston furniture dealer: "The pets that the ladies most admire are our handsome Brussels Car-pets at 80c. per yard."

THE Kansas City *Packer* desires it to be made public that it does not belong under "Live Stock" but under "Provisions."

IN its August number the *Billposter* (N. Y.) publishes a list showing what advertisers are now doing in billposting and distributing.

A HARLEM storekeeper says in his advertisements: "Don't believe anything we tell you about our goods. Come to the store and convince yourself."

THE Monarch Shoe Company, 137 Duane street, New York, appoints only one dealer in a town to sell its goods, and helps him all it can by advertising him locally, both by newspaper and poster.

A NEWARK trunk and grip house, which is located next to a railroad station, has this sign outside: "Our main line is a grand trunk system. We bag as many customers as we can and have a good grip in the trade."

"BRYAN MCKINLEY" has started a saloon at Rockaway Beach and advertises that "he is not a politician," but a "caterer for politicians." He says that he has "assumed his name for business purposes and in order to please both parties." His frankness draws trade.

A BUTCHER on the East Side of New York uses some quaint cards in his store windows. One that has been permanently displayed reads: "Meat-ing house for all Sects." Another runs: "Lucky bettors win the stakes. Lucky people cannot win any better steaks than we sell here."

MASSACHUSETTS has a flag law. It was enforced a few days ago at the expense of E. Rosengard & Co., of Haverhill, who displayed two little stoves with flags painted upon them. The court held that, although no criminal intent was shown, the law was technically violated, and the defendants were ordered to pay costs.—*National Advertiser*.

THE Somerville *Journal*, in a recent issue, has the following to say regarding the "sampling" method of advertising proprietary articles: A Somerville woman who investigated the kitchen closet the other day, when the hired girl was out, found all the sample packages that had been left at the front door for the last twelve months carefully piled away on the upper shelf, where the hired girl had placed them. It always pays to advertise—in a good newspaper.

CUNNING twisting of somber sentiment to a business puller thus appears in the staid Boston *Transcript*, August 2d: "I wish to thank the many friends for the sympathy shown me in my bereavement, the death of my husband, Dr. H. C. Edwards, and would respectfully in-

form the public that business will be continued under my personal care at the same office, where I will be glad to see former patrons.—Mrs. Dr. H. C. Edwards, Chiroprapist, 15 Temple Place, Boston."

NATHANIEL FISHER & Co., the boot and shoe jobbers, of 146 Duane street, New York City, are sending out a unique and handsome fall catalogue of 56 pages and colored cover. The half-tone cuts of shoes are excellent examples of artistic work. The following instructions appear on the first white page: You can cable to "Fisheranco," New York, Telephone to 389 Franklin, telegraph by Postal and Western Union, write in care of P. O. Box 1343, New York, order by Mail or our Salesman, Visit us at 146 Duane St.

A BARBER SHOP run by J. A. Reynolds, in Central Square, Cambridge, Boston, has a unique arrangement to keep the customers cool and to give them a chance to improve their minds at the same time. A long shaft, operated by a slow-moving electric motor, carries a row of revolving fans, one over each chair. The fans are made like the paddle-wheel of a steamer, and on each blade is an ad of a cigar firm, Williams Shaving Soap, a popular brand of whisky, etc. As the customer sits in the chair with his face upturned towards the ceiling, he is kept cool and reads the signs at the same time.

THE Kansas City *Star* has decided upon a special feature for the Presidential campaign never undertaken before by any newspaper. At its request the chairmen of the two National Committees have selected and appointed two distinguished writers to conduct, in the *Star*, a department to be called "The Campaign Forum." In this department the arguments of each of the two great parties will be presented, side by side, day by day. To conduct the Democratic side, Mr. Jones has selected Mr. Willis J. Abbott, and for the Republican side Mr. Mark Hanna has selected Mr. Murat Halstead. Upon learning the decision of the two chairmen, the *Star* immediately engaged the two gentlemen, and on Sunday, August 10th, the Campaign Forum will be inaugurated.

"MARK HANNA'S 'Moral Cranks' and —Others," dealing with trust promoters, municipal ownership and Christian Socialism, as it does, will be read by the layman, because it is written that he may understand more clearly some things that are never thoroughly revealed except by a trained newspaper man who is unfettered and whose revelations, therefore, are of the nature of news. The doctrinaire will not miss this book nor will the student of social and political reforms. The victim of the modern "promoter," the investor, may find some consolation in learning how and by whom he was victimized. Its usefulness will be appreciated by every citizen who engages in the discussion of the issues of this presidential campaign. Size 4 3/4 inches by 7 1/4 inches; cloth, 330 pages. Retail price, 50 cents. George F. Spinney Company, publishers, P. O. Box 77, Brooklyn, N. Y.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

CONNECTICUT.

ADVERTISERS IN THE DAY, New London, guaranteed 4,700 daily average circulation. No other Eastern Connecticut paper makes a practice of publishing its circulation figures.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it. \$2,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

CONKEY'S HOME JOURNAL, excels as a medium for interesting a good class of people in the smaller towns. Our subscribers own pianos or organs—the sign of a refined and well-to-do home—and are naturally mail order buyers. 150,000 at 60 cents flat. W. B. CONKEY COMPANY, Chicago, Illinois.

MAINE.

ROYAL Baking Powder pays us same as Pinkham—Pinkham same as Royal Baking Powder. Other advertisers do the same. Isn't that the way to treat them—flat rate—all alike? Have our eye on two or three good ads not yet with us. We want 'em on same basis. COURIER-GAZETTE, Rockland, Me. (See Rowell's.)

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.**ADVERTISING.**

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—Chicago (Ill.) News.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

RELIGIOUS.**BAPTIST.**

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

Displayed Advertisements.

30 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WANTED.—Case of bad health that R.I.P.A.N'S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.



If
You're
in the
Dark

as to how
to prepare
your ad-
vertise.

ments, circulars, booklets and catalogues, write to me for information—I can assist you. The light of years of experience has made the entire subject perfectly clear to me.

The advantage of dealing with me is that I attend to the whole business. I write, illustrate, print, bind and deliver a job complete. I relieve you of all trouble. One order, one check, does the business. Write me and let me know what you want.

WM. JOHNSTON,

Manager Printers' Ink Press,

10 SPRUCE ST., NEW YORK

The Evening Journal

OF JERSEY CITY, N. J.

Goes into over thirteen thousand families in Jersey City, and is a guest in over eighty per cent of the English speaking households in the city. . . .

Average daily
circulation in 1899,

14,486.

Average daily circulation for three
months ending March 31, 1900,

15,140.

The Parisian

The Only Publication in America which makes a permanent feature of exploiting and illustrating everything pertaining to

THE PARIS EXPOSITION

UNDER THE AUSPICES OF
THE PARIS EXPOSITION COMMISSION

On all news-stands. Price 15 cents. Published at 853 Carnegie Hall, New York.

About American Newspapers!

The editor of the American Newspaper Directory keeps on file a mass of information gathered from year to year concerning the circulation and character of American newspapers. He has always at hand, in chronological order, accessible at a moment's notice, a conveniently arranged mass of interesting documents, statements, pamphlets and circulation figures, going to show what is claimed for a paper by its owners or asserted of it by its enemies and friends. By the aid of these and his familiarity with the subject it is always possible to pass the history of the paper in rapid review and comprehend and measure the claims set up concerning its value to advertisers.

A new edition of the American Newspaper Directory with circulation ratings revised and corrected to date will appear on Saturday, September 1st. This will be the third quarterly issue for the thirty-second year of the publication.

PRICE FIVE DOLLARS.

GEORGE P. ROWELL & CO., Publishers, No. 10 Spruce Street, New York.

THE STATE

COLUMBIA, S. C.

Daily—Sunday—Semi-Weekly.

The American Newspaper Directory accords **THE STATE** a larger circulation than any other South Carolina daily.

Published at Columbia, the Capital of the State and the center of the great cotton manufacturing industry of the South, **THE STATE** occupies a commanding position. Distributed over the eleven railway lines radiating from Columbia and reaching more than one hundred towns before noon every day in the year, it is "the morning paper" for three-fourths the entire State.

With one matrix or one electro advertisers may cover the State, the whole State, with nothing but **THE STATE**. Address

THE STATE COMPANY, Publishers,
COLUMBIA, S. C.

Also publishers **SOUTHERN CHRISTIAN ADVOCATE** (Weekly), organ of 75,000 Methodist Church members in South Carolina.

Special Eastern Representative, **THE STATE**,
W. FLOYD SPECIAL AGENCY,
St. James Building, New York.

Time Will Tell!

DURING my first year in the ink business I did not average over 50 orders a month from my own city, but now, in my seventh year, I top away over the 700 mark. My total number of orders average over 1,000 a month, and are steadily increasing, even with the enormous odds against me. I seem to be a target for my competitors and some of them even go so far as to hire people more clever than themselves that the roasting may be stronger.

One fellow says my first lot of ink will be all right but the second will be rotten. Another says I am a schemer without brains, who has succeeded in gulling the newspaper men out of a fortune and lowered the high standard of excellence of every ink house in the United States. Another fellow carries around a wad of skin as a sample of how my inks dry up. Another house, supposed to be the largest in the trade, hired an expert to write up several pages about me, and although they allowed the booklets to be circulated among the printers, they condemned the matter as being "too verbose."

My whole argument has always been a comparison of prices, and I try to demonstrate why I can sell at my figures. If I was a brainless schemer I never would have demanded cash in advance from printers and have the moral courage to stand by it whether the order came from a millionaire or a pauper. I gulled my competitors out of a fortune instead of the newspaper men, for no one ever heard of 4-cent news ink until I hung out my shingle. I feel that I have raised the high standard of excellence in the ink line, although I lowered the high standard of prices. I made the minimum figures, and all you pay over and above my prices is clear velvet for your ink man. I don't ask any one to buy unless they can save money, and when the goods are not found as represented, I return the cash and pay the transportation charges.

Price list mailed on application. Address

PRINTERS INK JONSON,
13 Spruce Street, - - - New York.

When --

You come to think
over it, you can easily
understand why so
many prominent

Advertisers

We can take

Geo. Kissam & Co.,

Place Cards

in the Street Cars
controlled by us.
They get proper display,
proper cars and proper treatment—
consequently they

Stick to Us

similar care of you.

253 Broadway, N. Y.

The newspaper man who would like to obtain a specified number of coupons conveying rights and privileges as set forth in the accompanying fac-simile, and to pay for the coupons by inserting an unobjectionable advertisement in his own paper that he would not otherwise receive, may address PETER DOUGAN, Manager of Printers' Ink Advertising Bureau, 10 Spruce St., N. Y.

No. SAMPLE.

GOOD FOR FIVE DOLLARS

IF USED WITHIN TWO YEARS OF DATE OF ISSUE, OTHERWISE VOID.

\$5

GOOD FOR A YEAR'S SUBSCRIPTION FOR PRINTERS' INK, PRICE FIVE DOLLARS.

GOOD FOR 50 COPIES OF PRINTERS' INK (ANY ISSUE), PRICE FIVE DOLLARS.

GOOD FOR A COPY OF THE AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.

GOOD FOR 20 LINES OF CLASSIFIED ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.

GOOD FOR 10 LINES OF DISPLAY ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.

GOOD FOR A 10 LINE ADVERTISEMENT OR PUBLISHER'S ANNOUNCEMENT IN THE

AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.

Good to apply as a credit in settlement of any order or bill for advertising in or subscriptions for Printers' Ink or American Newspaper Directory, or for extra copies of Printers' Ink of any issue available, or for subscriptions to the American Newspaper Directory Confidential Information Bureau.

FOR THE PURPOSES SPECIFIED ABOVE A HUNDRED OF THESE COUPONS ARE AS GOOD AS \$500 CASH, AND A THOUSAND ARE

AS GOOD AS \$5,000 CASH. ONE IS AS GOOD AS \$5 CASH.

BEING PAYABLE TO BEARER, NO DUPLICATE CAN BE HAD IN CASE OF LOSS.

Geo. B. Buntz
10 SPRUCE ST.,
NEW YORK.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Next to the printing of a price that will be generally recognized as a low one, nothing will so quickly sell worthy goods as the printing of a well-written, accurate description. In fact, it is often necessary to print such a description in order to prove that the price is low. No illustration, however good, can convey all the wanted information as to quality, finish, etc. That is the province of the word picture, and the better that picture is painted the better your sales will be.

If you are advertising something at a regular price, the description should show that the price is a fair one. If you are selling at a cut price an article of which there are widely different kinds or qualities, the description should show which kind or quality you are offering and prove its price-lowness. It isn't sufficient to say "was" or "formerly" or "regular price" so much, except in the case of standard, widely-advertised articles in such common use that nearly everybody knows what they are and their regular prices.

The really effective description is long enough to hold every important selling point of the article offered and short enough to be read and absorbed without conscious effort. Sometimes a dozen words will do, sometimes a great many more are necessary.

Here are some better-than-average ads of the descriptive class, any one of which would be pretty flat and uninteresting if the description were eliminated.

18c Corded Batiste Lawns at 12 1/2c.

Two especially interesting points about these goods: They are in the white grounds with black, pink-and-blue printings, and in the black and navy grounds; and then you save a third on goods that are on the top of the wave of popularity. Batiste Lawns are trifle heavier than lawns, you know—all the better for that, too, at this season—and make very stylish gowns for house or street, city or shore.

School Suits.

They are made from the best of woollens, fit perfectly, are double seat and knee, double from seam to seam; every seam is taped and double-stitched. You never examined a more carefully made Suit; your boy never wore a better one; he cannot rip a seam; they are reinforced where the wear comes in; in fact, are our Rightly-Made kind, and cost \$4.85. The same suit in every respect, only not quite so fine material, \$3.98.

The Gentleman From Indiana.

Haven't read it? That's fine. You've a pleasure in store. A love story of the middle west, but so strong in plot and characters that no matter how grim you are it will hold your attention. It's a book for women and men, for anybody who can appreciate the story of a college-bred man who failed in life till he struck rock—and a lot of wrong-doers, and met a charming girl in Indiana, when he became editor and owner of the *Carlson County Herald*.

Booth Tarkington deserves great credit for writing such a book—strong, good English that shows the scholar without the utterance of a pedantic word.

It's quite a big book of 384 pages; published at \$1.50. We sell it for \$1.10, and the postage is 12c extra.

About Overalls That Are Different.

We've a word for you about overalls. Overalls that are different from the ordinary ones. Overalls that are "made like pantaloons." Did you ever see any overalls like these?

The stock is of extra heavy denim, stitched with strong, white thread, two pockets in front, one hip pocket and one rule pocket, made just like your pantaloons with fly and patent buttons.

No fear of falling out backwards, seams all stayed, and it is altogether the best overall ever offered a workingman at anywhere near 48c.

Coats to match at same price. No extra charge for large sizes. We want your overall trade.

Cold Roll Steel Trunks

That stand right up and defy the hardest baggage smasher. They are made with full iron bottom, hardwood cleats fastened with wide strips of iron, heavy strip hinges, fine brass lock, deep tray and hat box, nickel plated corner holders. Entire trunk firmly riveted with 373 wrought iron nickel-plated rivets, thoroughly clinched. Priced for this special sale, \$2.98.

Men's Working Shirts Only 39c Apiece.

Heavy Flannelette Working Shirts—strong material in broken-checked patterns—made with felled seams—regular 50c kind for 39c.

Carries conviction.

Women's Shirt Waists.

Unsurpassed bargains for the masses and the classes—Wash Waists are in their glory here. Those of you who hie away to the seashore and the mountains, and the stay-at-homes, there's waists here for all of you, and there's money and comfort in every waist. There's money in them because you save half and more of your waist money. There's comfort in them because they are stylish, well made, and not the skimpy kind you find in a great many stores. They are selling all this week in our model cloak and suit department at 50c. They are worth \$1.00; many of them sold for \$1.50 and \$2.00. The question is, do you need a waist? If you do, you're wasting time and money to look elsewhere.

Seems Earnest.

Will You Listen To This?

The time has come when we must give up the finest Tailor-Made Suits in the store for whatever they will bring.

It isn't a pleasant thing to do. But it must be done regardless of loss. In making plans for fall we must be unhampered.

So here goes: 35 all silk-lined Tailor-Made Suits, with tight-fitting or fly-front, jackets and skirts in newest shapes. Materials are home-spun, covers, venetians and serges, all colors, and linings are best quality taffeta. Former prices \$25 to \$37; choice of the lot to close at \$17.50.

Makes the Right Impression.

Further Word of the Carpet Sale.

The carpet store was busy all day long yesterday. Too busy at times to serve you as we like to serve you at Wanamaker's. Yet, with all the hurry, it is safe to say that you were never better served in carpet buying than during this present sale.

The variety is broad, and the carpets are of the highest character.

You find every sort reduced—for parlor, library or bedroom. The saving in cost is from a third to a half—on many of the remnants, much more. It is the best time in the twelve months to buy carpets. To-day's prices tell just why:

Calculated to Take the Wind Out of the Range Poddler's Sails.

Steel Ranges.

If any one comes to you and offers a steel range at a \$64 or \$69 price, or thereabouts, ask him to tell you all about its good points, keep well in mind what he tells you and then come to us and see if we cannot sell you a better Steel Range and save you \$20 beside.

Our Steel Range is the Red Cross Victor, and it sells for \$45. If you can find a better range at any price, we'll take back the Victor and refund your money.

An Early Bird.

New Black Dress Goods.

The first arrival of new fall dress goods in black is in and marked ready for selling. It consists of a complete assortment of Priestley's celebrated Cravenette finish goods. Since the invention of Cravenette it has been imitated in many ways but never equaled. It is the original and only truly RELIABLE RAIN-PROOF FINISHED FABRIC. In considering prices note the liberal widths.

A Strong Headline.

That Awful Headache!

We've a matchless cure for it. Something that's safe. Something that has been tried by hundreds of customers and universally declared matchless. Rapelye's Headache Wafers. We warrant them free from all injurious substances—of course. Our large and continuously increasing sales speak well for them—25c a box.

Here is a trio of Turkish bath ads that present a striking contrast to most ads of their class in that they give reasons why one should take Turkish baths. They are from a series of daily changes, each of which makes a single good point briefly and interestingly in a two-inch single column space, and the Turkish bath establishment that cannot produce ads better suited to their own special needs would do well to copy these just as they are.

Spend a Summer's Night

Within the luxurious confines of these modern Turkish Bath rooms if you are in quest of health and invigoration during the sweltering heat of the warm season. Nothing will make you feel better than a Turkish bath.

Wheelmen's baths during summer months, 25c.

Your Skin is Black

with the excretions of 7,000,000 pores in the body, though the phenomena is not visible to the naked eye. Nothing will cleanse the pores and keep you in a healthy condition like a Turkish bath.

Keep the 7,000,000

Pores of your body in constant and natural activity and you can defy disease. Your bath tub won't do it. It does not remove the dead skin. What you need is a Turkish bath to tone up your system. The best place in Hartford to get it is at the Hartford Turkish Bath Rooms.

Wheelmen's baths during summer months, 25c.

For a Lively Stable.

If you hire a horse and carriage at my stable you needn't be afraid of getting one like Dave Harum sold to Deacon Perkins, or one that will give you uneasiness or trouble in any other way.

All Right

Bicycle Suits Cleaned.

Despite every care the bicycle suit will soil. Send it to these works or ask us to call for parcel, and we will take all the spots and stains out and return it to you looking like new. We are very prompt with our work.

Serge Suits.

If you travel or stay at home—no matter how many suits you have, the occasion is sure to arise when you'll need a Serge, just for style and comfort.

Don't want an expensive one? Then these \$15, \$16 and \$18 ones at \$12.50 are what you want.

Prefer the best made? Here it is at \$35.

Serges are a specialty with us.

Good Introductory Talk.

The Silk Clearance.

The hot weather seems to have but little effect on the economical silk seekers. But then, when prices are so low, styles so desirable and the store one of the coolest places in town it is little wonder the crowds are large. Lots are becoming smaller though—some are completely sold out. Good assortment of these will greet you this morning, however.

Gives Reasons.

Why Furniture is Cheapest Here in August.

One of the chief economies of this business is its many-sidedness. The business organization handles its part of all; experts choose the goods and guide the technical part of the several sections. But the business management is general, and so is the rent, the delivery and such things.

To skip dull months, which are wasteful, we turn certain lines of goods into otherwise dull periods. Furniture goes in August, and so on. The goods are abnormally low in price at these times because

We divert specially bought lots to these sales;

We place large orders for goods months ahead, to be made up in the regular standard fashion, but at odd times—hence, cheaply;

We sell at less than usual profits to help accentuate the bargains and turn business into these saved-from-dullness weeks. So the economies are very real and very great, amounting to a fourth to a half off usual prices. And these prices apply to more than half of the Furniture here.

A Seasonable Spectat.

Glass Fruit Jar Filler.

only 9 cents each. Every one who puts up fruit of any kind wants one of these can fillers. They are easily cleaned and kept in order. Will fit any fruit can.

Excellent Argument.

We'll Do the Work While You Are Away!

There are many changes to be made in your home between now and cold weather, no doubt. If you let the matter rest until you return from your outing you'll have the workmen, the rubbish and the discomfort to contend with. If you let us do the work during your absence, you'll come home to a house all in order and readiness.

Come and make your plans now and let us attend to the details. We'll do it conscientiously—and satisfactorily—whether it's the re-upholstering of furniture, laying of carpets, decorating the ceilings, papering the walls, or hanging of draperies. What do you say?

Straight Talk.

Is Your Stove Out of Kilter?

Send us word; we'll come right up and repair it. We keep in stock the various parts of about every make of stoves sold hereabouts, so we can remedy stove troubles in the briefest possible time.

No exorbitant charges.

It seems silly to tell of price reductions in this indefinite way. Print the prices—old and new.

Baby Carriages.

Prices go down all along the baby carriage line.

We've got more than we want and we prefer that you take them at a big price reduction to keeping them here.

They're the well-known Heywood and Wakefield kind—the sort that are well and strongly built and beautifully upholstered.

This is your opportunity to save money.

Another Good Argument.

Bathing Suits—

Men's and Women's.

Friends, bathers and swimmers, don't hire a water suit. It's bad form—you wouldn't wear another's clothes at home—we mean a stranger's.

Wherever you go by the sea take your own Swimming Suit. They're cheap.

Men's Suits of Jersey Cloth—plain colors—fancy colored edges—2 pieces—\$3.50 to \$7 a suit.

Women's suits of serge, mo-hair and flannel—regular style, collar and shield, trimmed—\$3.75 to \$12.

Good All the Way Through.

Cottage Crockery

doesn't have to be the expensive kind. Stout cheap ware is just as serviceable and far more economical. When you plan your trip to camp or cottage, come to us for the needed wares in the crockery line. We have a bounteous stock to select from—and modest prices deck the tags throughout. Here's a sample of the pricing: Dinner Set of 112 pieces, only \$6.75.

Good Argument.

August Trousers Sale.

Just when most needed, when the coat and vest are good and trousers begin to look "shabby"—"Our Make Trousers,"—that is, no cotton-mixed goods among them—fine worsteds, chevots, cassimeres, serges and striped flannels—all reduced.

\$6.00 Trousers now reduced to \$4.00.

\$5.00 Trousers now reduced to \$3.50.

\$4.50 Trousers now reduced to \$3.00.

\$3.50 Trousers now reduced to \$2.50.

\$2.50 Trousers now reduced to \$1.50.

For Full Millinery.

Untrimmed Hats.

You can take your first glimpse of felt hats for the early fall today.

It's rather early to predict styles for the fall, but these will show the trend.

About a dozen different styles, black, pearl and castor.

If you're going to the mountains, you'll need one.

You can easily trim it yourself or let us do it for you. And it will be just the right thing when you come back.

Black, \$1.50.

Castor and Pearl, \$1.75.

Then there are some handsome black felt and chenille silk braid hats that will need but very little trimming. \$4 and \$5.

Good for Other Lines.

Do You Wonder That We're Busy?

How could we be otherwise when we are giving you a choice of our finest \$1 and \$1.50 Negligee Shirts for 50c.

But that's only a starter.

We're selling the regular 15c Silk Wash Ties at 3 for 25c; the 50c Balbriggan Underwear at 35c and the \$1.50 Duck Trousers at \$1.

We have nothing old or shop-worn to work off—remember that.

*Some Straight Talk.***Short Talk on
Hamburg Steak.**

And by the way, who has a better right to tell you about Hamburg steak?

Who makes more of it? Who sells more of it? Who has better facilities for making it, or more choice material to put into it?

No one in Connecticut; that's certain.

The Hamburg Steak you see in most stores isn't fresh—a good deal of it is doctored—embalmed if you wish. It comes to most stores in the morning; it may have been made fresh that morning, or it may not—that's left to the honesty of a not always honest dealer.

It stands around the store all day; at night there are 10 or 15 pounds left.

What's to be done with it?

If it isn't doctored with chemicals, any one, the next morning, can tell it isn't fresh—if it is treated with Freezem or Preservaline, it's hard to tell from the good kind.

That's the sort of Hamburg Steak you DON'T or CAN'T buy at the Public Market.

Ours is ground fresh five or six times a day—it isn't chuck full of suet, but is made up of the choicest beef trimmings from the finest beef.

Our price for Hamburg Steak this week is 10c a pound.

Delicatessen.

**A Hot Fire
On a Hot Day**

Is a thing of the past for housewives—Cold Roast Beef, Cold Roast Mutton, Cold Roast Veal, Cold Tongue, Cooked Corned Beef, Boiled Ham.

Here's a Hint for Trolley Line Managers Everywhere.

**Outings for a
Dime**

On the Trolley Car.

Chapter xviii.

When you have Insomnia,

Go to Devon Avenue.

On the nights when you are hot and restless, and the goddess of sleep has passed you by, try a ride to Devon avenue, the end of the North Clark Street line. Accompanied by a genial companion and a good cigar, the trip is one to quiet the nerves and rest the brain. There are many things to see and talk about as you go rapidly along over the long round trip of sixteen miles. (The last car leaves Devon street going south at 12.30 a. m.) This is a favorite trip, day or night. Cars start at Monroe and Dearborn, round trip, 140 minutes, cost 10 cents.

*Bowling.***Home From
Vacation**

feeling good, strong and healthy. Wouldn't it be better if you kept yourself feeling that way all the time?

A few games of bowling each week will keep your health all right and make your muscles hard and firm.

Do your bowling at the finest alleys in New England.

Beer and Ale.

Warm Sundays

are made enjoyable by the presence of a case of good cleanly bottled lager or ale.

A postal card does the work.

Ought to be More of Such Ads as This.

**Your Horse's
Shoes**

Affect his speed, his gait and the amount of work he can do. If your horse is lame or faultily gaited he needs our expert's attention.

Our charges are the same as other shops.

We call for and deliver your horse free.

For a Bowling Alley.

Be strong in mind and body!

Be a bowler.

Four regulation alleys.

An Attractive Offer of Credit.

**Cameras on
Weekly Payments**

We give you choice of any camera—we sell it for what it will cost you for cash elsewhere and make the amount of payment each week to suit your convenience.

This proposition hundreds are taking advantage of.

Use of dark room free to all picture takers.

Not Too Late.

Porch Furniture.

Not done selling Porch Furniture by a long ways. Had to order in a lot.

Willow and Rattan Tea Tables—22 and 24 inches in diameter. Just the correct thing for those porch gatherings. Add style and comfort.

\$2.50 and \$3.

Fat Porch Rockers, with immense arm rests and ponderous high backs—the very essence of somnolent comfort—\$2.50.

Getting Careless.



VETERAN of the civil war was explaining at a camp fire about the bullet in his face, received at Bull Run. "Bull Run!" exclaimed a hearer, "how in thunder did you get hit in the face?" "Oh!" replied the veteran, "after I'd run about ten or fifteen miles I got kinder careless and looked 'round."

Many advertisers get careless and look around. The right way and only way is to keep faced toward the objective point. The objective point in advertising is the goal of success. You won't attain it by getting careless and looking around. Success lies straight ahead of you. The road to it lies through the advertising columns of COMFORT, the only people's paper in the world that reaches over Six Million Readers every edition.

Flat Rate after October 15, 1900.

W. H. GANNETT, Publisher, Inc.,
Augusta, Maine.

411 John Hancock Building,
BOSTON, MASS.

707 Temple Court,
NEW YORK CITY.

1635 Marquette Building, CHICAGO, ILL.



Eighteen Insertions Gratis

An advertisement contracted for to appear in PRINTERS' INK for the year 1901 will be inserted

FREE

in all the remaining issues of 1900.

Address

PRINTERS' INK,

10 Spruce Street,

New York.

It is well to Remember

that you can cover
Brooklyn thoroughly by one of those
big cards, 16 x 24 inches, in each of the

Brooklyn "L"

cars — cost is less than \$4.00 per day,
and you get the

ONLY REAL
ELEVATED
RAILWAY
ADVERTISING
ANYWHERE.

A smaller card is lost in such large cars,
but in the Brooklyn "L" your ad must
be seen, read and remembered. We are
the originators of real "L" advertising.
We are still away ahead of all others,
and propose to remain there.

GEO. KISSAM & CO.

'PHONES :

Cortlandt 973.
Main 1081.

253 Broadway, New York,
35 Sands St., Brooklyn.